



# The Coin Machine Review

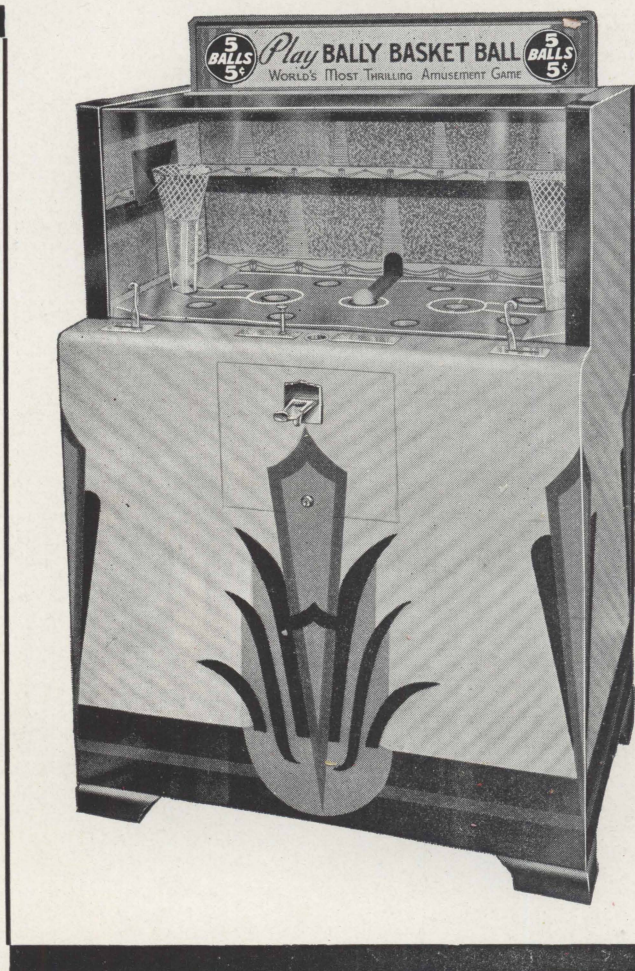
*January, 1938*



# BALLY BASKETS

- 100% LEGAL
- FAST MONEY-MAKER
- DE LUXE CABINET
- REALISTIC
- NON ELECTRIC
- LOW PRICE

**O**PEN your territory and keep it open with BALLY BASKETS! And earn big money, too! Absolutely legal—no awards possible! Duplicates all the thrills of real basket ball! COMPETITIVE PLAY gold mine in any location—and actually EARNING MORE THAN MANY NOVELTY PIN GAME HITS! Get in on the ground floor—order today!



## SEE IT AT THE SHOW

• • • together with Bally's complete new line . . . the most diversified array of equipment ever offered by one manufacturer . . . a machine for every operating requirement! You're due for a big surprise . . . so be sure to visit . . .

**BOOTHS 19, 20, 45, 46, 47, 48**



**BALLY MANUFACTURING CO.**

**2640 BELMONT AVENUE**

**CHICAGO, ILLINOIS**



*Here's how* **YOU CAN ASSURE**  
**YOURSELF** *a steady income...*

*watch*  
*it*  
**POP**



# U-POP-IT

Now—with U-Pop-It you may establish yourself in a permanent, profitable, pleasant and LEGITIMATE operating business that brings financial independence. Fortunes are made by giving the public what it wants—when and how it wants it. Everybody—young or old, generation after generation—enjoys delicious hot popcorn. It's always right the U-Pop-It way—appealing to the taste—appetizing aroma—always hot and fresh—you see and hear it pop—it's fascinating and satisfying. Good to the last mouthful. After once tasting hot popcorn the U-Pop-It way no one will ever go back to cold popcorn obtained the old way—any more than you would relish cold soup in place of hot—or a glass of flat beer instead of one that is freshly drawn. There's nothing like hot popcorn made the U-Pop-It way!

An ever increasing flow of customers day after day, week after week, year after year, keeps U-Pop-It busy turning small kernels of popcorn into a healthful food product that means the biggest profits you've ever known in any legitimate operating activity! Think of it—half of every nickel U-Pop-It takes in is net profit for the operator! U-Pop-It solves the problem of permanent operating income.

Consider the many, many places where you can profitably install U-Pop-It: Taverns—Drug Stores—Confectioneries—Bus and Railroad Stations—Airports—Hotel, Theatre and Office Building Lobbies—Factories—Y. M. C. A.'s—Clubs—Dormitories—Grocery and Chain Stores—Department Stores—School Supply Stores—Amusement Parks—Stadiums—Baseball Parks—Carnivals—Skating Rinks—Dance Halls—Pool and Billiard Halls—Garages and Filling Stations—Roadside Stands. In fact, wherever people congregate, you will find your locations. There are thousands of them which will welcome your U-Pop-It machines.

U-Pop-It has the flash, eye-appeal and inviting beauty of appearance that literally pulls customers to it time after time. It delivers a big bag of tasty, hot popcorn, fully popped and flavored in ONE MINUTE, without being touched by human hands. U-Pop-It is finished in smooth, gleaming white baked enamel, trimmed in black and chrome. Full visibility with colored lighting effects. U-Pop-It is precision-built and fully guaranteed. So simple a child can operate it. See back page for more details.

FOR STEADY, DEPENDABLE AND PERMANENT INCOME YOU OWE IT TO YOURSELF TO FULLY INVESTIGATE THIS BIG, NEW FIELD OF LEGITIMATE AND PROFITABLE AUTOMATIC MERCHANDISING. U-POP-IT IS THE SURE WAY TO IMMEDIATE AND FUTURE INCOME. PLAN FOR THE FUTURE! START NOW! LET YOUR INVESTMENT IN U-POP-IT BUILD YOU A BIG BUSINESS! IT'S BETTER TO SAY: "I'M GLAD I DID" THAN "I WISH I HAD." U-POP-IT ON LOCATIONS NOW WILL PROVE YOUR WISDOM. WRITE, WIRE OR PHONE YOUR ORDER TODAY!

*Permanent  
Income*

*Thousands  
of Locations*

*Modern  
Design*



T

# UNIVERSAL APPEAL

OF HOT, TASTY POPCORN AUTOMATICALLY POPPED  
AND VENDED FROM MACHINE TO SACK IN A MINUTE

*Bigger  
Profits*

*Steady Repeat  
Business*

*Easy to  
Operate*



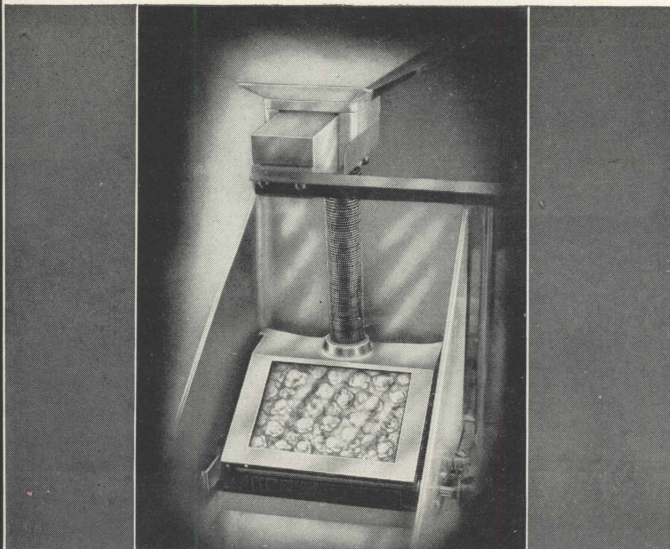
PATENTS  
PENDING

FULLY COVERED BY A GUARANTEE THAT MEANS SOMETHING  
GUARANTEED AGAINST ANY HIDDEN DEFECTS! A PRECISION  
BUILT PRODUCT OF DAVAL, BACKED BY 29 YEARS OF SUCCESSFUL  
MANUFACTURING AND BUSINESS EXPERIENCE--PLUS FAIR DEALING



# EVERY FEATURE A TRIUMPH!

U-POP-IT . . . an Operator's Machine . . .  
Precision-built for Years of Profitable  
And Pleasant Operation ..



*For the Public . . . . .*  
**Beauty and Utility**

*For the Operator . . . . .*  
**A Dependable Income**

MODERN CABINET DESIGN • ROUNDED CORNERS • NO SHARP EDGES • SMOOTH, WHITE BAKED ENAMEL FINISH, BLACK AND CHROME TRIM • FLASHER TYPE COLOR ILLUMINATION IN TOP • SEPARATE LIGHT SWITCH FOR DAY-TIME OPERATION • FULL VISIBILITY OF POPPING COMPARTMENT • EASY ACCESSIBILITY FOR FAST SERVICING • EXTERIOR AND INTERIOR EASILY WASHED AND CLEANED • REMOVABLE GLASS PANELS FOR EASE IN CLEANING • LARGE SIZE SALT SHAKER READILY ACCESSIBLE BUT SECURELY CHAINED • LOCKED RAW CORN COMPARTMENT . . . 18 POUNDS CAPACITY • POPPING OIL COMPARTMENT QUICKLY REFILLED • TWO LARGE COMPARTMENTS FOR BAGS REMOVABLE ONE AT A TIME • 250 BAGS OF POPCORN FOR EACH REFILL • NOISELESS OPERATION EXCEPT FOR THE PLEASING CRACKLE OF POPPING CORN • BOLTS FOR FASTENING TO FLOOR AND WALL BRACKETS ARE AVAILABLE • OVERALL DIMENSIONS: 16 $\frac{3}{4}$  x 20 $\frac{1}{2}$  x 64 $\frac{3}{4}$  INCHES • UNCRATED WEIGHT: 165 POUNDS; SHIPPING WEIGHT: 200 POUNDS.

## Mechanically Right All the Way Through

FITS INTO LESS THAN TWO FEET OF FLOOR SPACE • ONE PIECE WELDED STEEL, BAKED ENAMEL CABINET • 60-POUND CAST IRON BASE FOR STABILITY • OTHER CASTINGS IN ALUMINUM WITH STAINLESS STEEL FITTINGS • NON-CORROSIVE, NON-RUSTING MOVING PARTS — 90% MECHANICAL • NO ELECTRIC MOTORS, TRANSFORMERS, OR CONTACTS • AUTOMATIC CUT-OFF SWITCH WHEN CORN IS POPPED • NO OVERHEATING • NO BURNED CORN • AIR COOLED • RAW CORN PROPERLY HUMIDIFIED • POSITIVE NON-JAMMING GATE DELIVERS UNIFORM QUANTITY OF CORN FOR EACH NICKEL • OVERLOAD PROTECTOR SWITCH PREVENTS THE BLOWING OF FUSES • EXTREMELY ECONOMICAL • MINIMUM CURRENT CONSUMPTION • REMOVABLE WASTE BASKET ATTACHED OUTSIDE OF CABINET FORMING PART OF MODERNISTIC DESIGN • A. B. T. COIN CHUTE WITH EASY-PUSH HANDLE • ENCLOSED MONEY-BOX WITH PICK-PROOF LOCK • VEEDER-ROOT REGISTER PROVIDES CHECK ON RECEIPTS • MACHINE PLUGS INTO ANY 110 VOLT A. C. OR D. C. LINE.



**RANEL INCORPORATED**  
319 N. HOYNE AVE. CHICAGO

AFFILIATED WITH DAVAL MFG. CO.

SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



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### JANUARY COVER

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## VENDING MACHINE HEADQUARTERS

No "pet" machine—no favorite brands of merchandise here—it is our aim to have what **you** want—when **you** want it—a varied and complete line of vendors—and the fixtures, parts, merchandise, supplies, etc., for their proper operation.

MASTER TOY VENDORS  
SILVER KING VENDORS  
COLUMBUS VENDORS  
NORTHWESTERN VENDORS  
VICTOR VENDORS  
TOM THUMB VENDORS  
U-NEED-A-PACK CIGARETTE VENDORS

### Groetchen Counter Games

#### Special Vendors for:

1c Cigarettes  
1c Hershey Bars  
5c Hershey Bars  
1c Matches  
Stick Gum  
Ball Gum  
Handkerchiefs, etc.

♦ ♦

Coin Wrappers  
Coin Counters  
Key Rings  
Brodie Toys  
Toy Dressing Tools  
Collection Books  
Sales Record Sheets  
Globes, Parts  
Wall Brackets  
Stands

♦ ♦

Salted Nuts  
Boston Beans  
Pistachios  
Ball Gum  
Rainbow Beans  
Hershey Bars  
Korn Parchies  
Chick Gum  
and many other items

## MILLS-VIKING COMPANY

1356 W. Washington Blvd.  
Los Angeles

**7**  
COIN  
MACHINE  
REVIEW



**15%** is a good return  
on any **SECURE INVESTMENT**  
and that's your  
**minimum** with

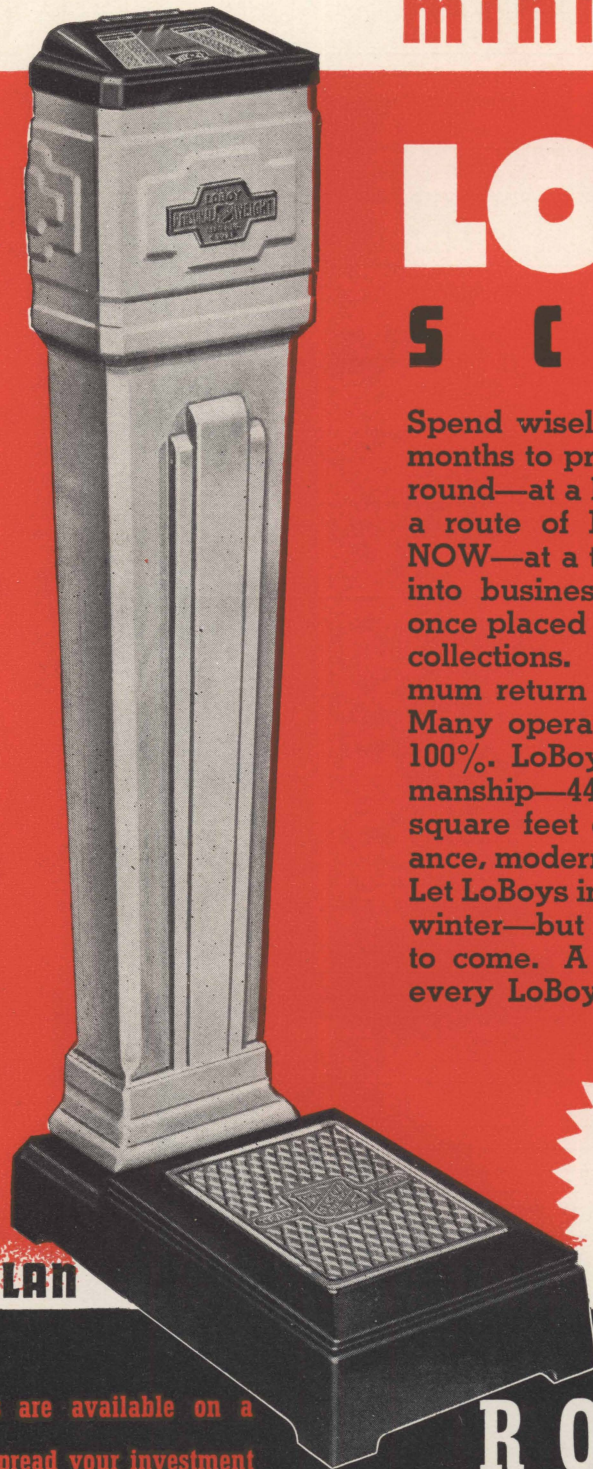
# LO-BOY S C A L E S

*Decide today  
on this*

## LEGAL EQUIPMENT

Cash in on the trend toward legal coin-machine equipment. LoBoy, the compact coin-operated weighing scale, is 100% legal. Put LoBoys out on a route and let them work for you. Forget about them—if you're busy and when you come around to collect you'll be surprised at the number of pennies your LoBoys have taken. An investment in LoBoy is as safe as money in a government bond. The return is just as steady and sure. Buy LoBoys as a form of insurance on your other equipment.

Spend wisely several hours these next few months to provide a secure income the year round—at a high rate of "interest". Establish a route of LoBoy personal weight scales. NOW—at a time when people are crowding into business districts and stores. LoBoys once placed require no attention—except for collections. Fifteen per cent is but a minimum return on your investment in LoBoys. Many operators receive as high as 50% to 100%. LoBoy is a masterpiece of scale craftsmanship—44 inches high—needs only 2 square feet of floor space, smart in appearance, modern in design, absolutely accurate. Let LoBoys increase your profits not only this winter—but next summer and many seasons to come. A FIVE YEAR Guarantee covers every LoBoy.



**5**  
YEAR  
GUARANTEE



## DEFERRED PAYMENT PLAN



For the first time LoBoy scales are available on a liberal deferred payment plan. Spread your investment to increase the number of scales you operate and be assured of continued profits. Ask us about this new plan.

**ROCK-OLA**  
MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE

*Chicago*





1,630,590 LOCATIONS--

You can't put a phonograph in a tavern having an orchestra; you can't put a pin game in a three by nine bar; you can't put a slot near a school. But the Government says there are still 1,630,590 untouched locations and *every one* is a "good bet" for a NORTHWESTERN Merchandiser. Automatic Merchandising has untapped possibilities, yet it is the most secure of all, giving you proportionately bigger returns over a far longer period. For a HAPPY and PROSPEROUS 1938, make it a NORTH-WESTERN YEAR.

**WILL P. CANAAN**

1347-51 West Washington Blvd.

Los Angeles

California



# *Booth 163 . . . . at the big* **that's where you'll see the**

You think POPMATIC'S good enough now? You like its beauty and simplicity—its wonderfully - flavored popcorn its customer fascination—its wide and handsome margin of profit?

You have a surprise coming!

Again POPMATIC leads the way! Three years of actual operating experience in countless locations have opened our eyes to new developments, revolutionary improvements, innumerable unique details that mean new operating ease—convenience—reliability!

The new model, designated as No. 24-A, has a multitude of up-to-date features and improvements, designed and engineered by some of the most capable men in the coin machine manufacturing field.

It offers a brand new oil-leveling system which minimizes the use of oil and delivers at the same time a more wholesome and delicious bag of popcorn.

*See the New MYSTERY POPMATIC  
in Booth 163 at the  
CHICAGO COIN MACHINE SHOW*

# **Popmatic Mfg. Co.**

5147 Natural Bridge Ave.

St. Louis, Missouri



# *Coin Machine Show—* **new Mystery Popmatic!**

This oil-leveling system is built for POPMATIC exclusively in one of the most modern and efficient plants in the middle-west, that of the Atlas Tool and Supply Company.

The frame and stand of the new "mystery" model is of stamped and welded construction, insuring strength and durability. The machine itself is in a beautiful creme finish which attracts attention everywhere as a most suitable setting for the luscious, golden popcorn it puts out.

In Southern California, as everywhere, with hundreds of machines out on location, operators report steady, sure earnings. Operators and location patrons alike are a hundred per cent enthusiastic. To take care of the demand for machines in Northern California, MOHR BROTHERS have appointed WILLIAM CORCORAN as sub-distributor for POPMATIC. Northerners, see him at 521 Golden Gate Avenue, San Francisco!

## **IMMEDIATE DELIVERIES**

*See the New MYSTERY POPMATIC*

*HERE after the Show, or at the San Francisco Office of  
William Corcoran, 521 Golden Gate Ave.*

**NORTHERN CALIFORNIA DISTRIBUTOR FOR**

# **Mohr Brothers**

**Exclusive POPMATIC Distributors for California, Arizona, Nevada and Utah**

**2916 W. Pico Street**

**Los Angeles, Calif.**





WILL BE SHOWN FOR  
**THE FIRST TIME**

AT THE SHOW - BOOTHS 157-158-159

*Rowe's sensational new*  
**CIGARETTE MACHINE**  
**Rowe Royal**

*"World's Largest Cigarette Machine Manufacturers"*

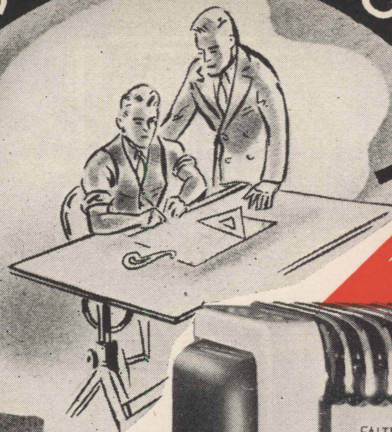
**ROWE MANUFACTURING CO., INC.**

15-17 EAST 16th STREET

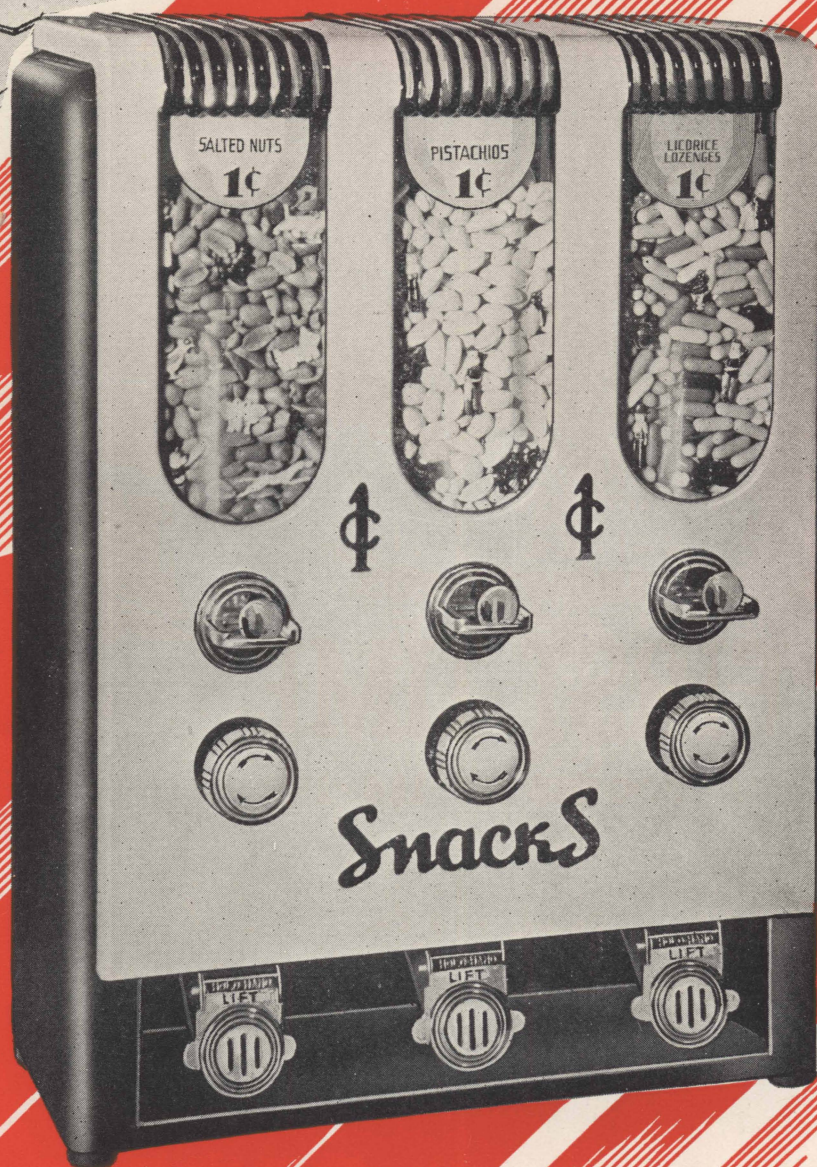
NEW YORK, N. Y.



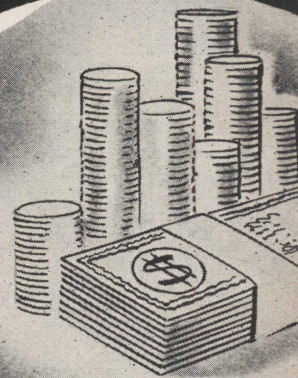
YESTERDAY-A VISION



TODAY-AN ACCOMPLISHMENT



TOMORROW-PROFIT



## Announcing New 1938 Detector Model

Trimount announces for 1938 a new SNACKS Detector Model utilizing "push" type coin chute of our own patented construction, offering very efficient coin detection. Thoroughly tested in Greater Boston upon location over a six months period. Available for immediate delivery. A "natural" for that troublesome store spot and for industrial locations. . . . Our regular Model P — drop chute type — will still be manufactured. The Detector Model will be a new number in our line at a slight increase in price over Model P.

ON DISPLAY FOR  
FIRST TIME AT COIN  
MACHINE SHOW, CHI-  
CAGO, JANUARY 1938



*Legal Everywhere*



**SKILL DERBY**

*by*

**STONER**



# ACCEPTED EVERYWHERE! THESE FACTS TELL WHY:

**Fast**—entire operation in 10 seconds; capable of 6 sales a minute—360 sales an hour!

**Practical**—no grease, no raw corn to store.

**Easily cleaned**—smooth finish inside and out, no grease to harden.

**Simple in Operation**—no popping unit used, simply a heating device.

**Mechanically Right**—precision-made, all parts interchangeable.

**Attractive**—beautifully finished in baked enamel; exposed parts are chromium-plated brass.

**Size**—big enough for attention, small enough for any location—16" x 16" x 62".



## PROFITABLE

for  
OPERATORS

for  
LOCATIONS

Adjustable coin selector for slug ejection.

No waste—vends corn properly popped and seasoned,  
and consistently good.

Builds tremendous repeat business.

**PRICED UNDER \$100.00**

*Territory available for established distributors*

Manufactured by

**KUNKEL METAL  
PRODUCTS COMPANY**

1632 South Los Angeles Street

LOS ANGELES

PROspect 9794

CALIFORNIA

# SANI-POPT

NEVER TOUCHED BY HUMAN HANDS



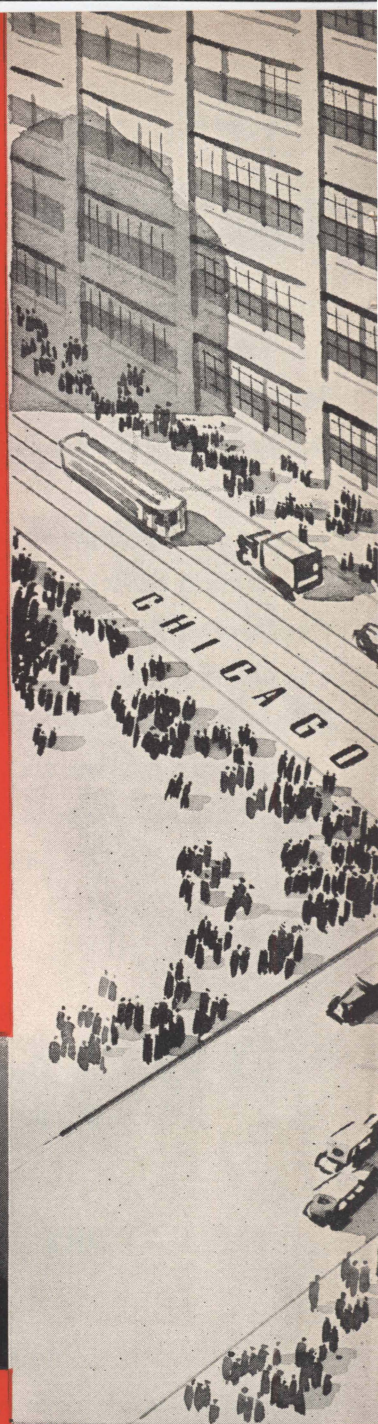
PATENTS PENDING



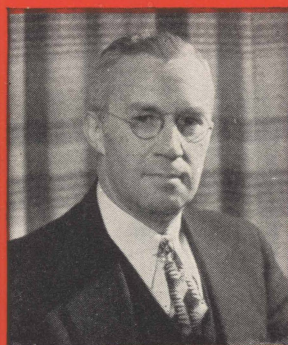
# Headquarters

FOR ALL VISITORS TO THE  
COIN MACHINE SHOW

*Simply ask for one of the Rock-Ola  
Courtesy Cars to take you to and  
from the Rock-Ola plant direct*



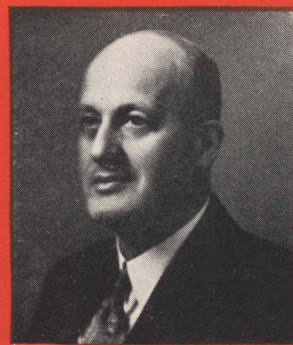
**JACK NELSON**  
Vice-Pres. in Charge of Sales



**T. LEON MAURADA**  
Vice President



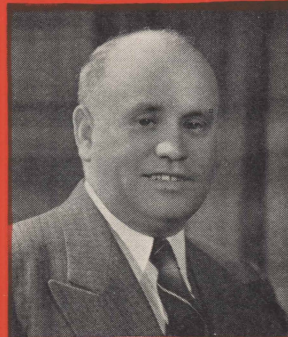
**I. F. WEBB**  
Vice Pres. in charge of Phonograph Div.



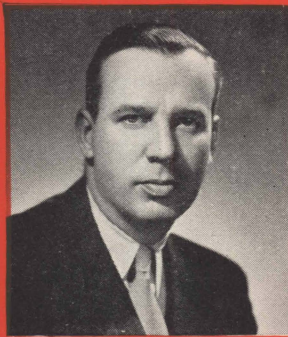
**EDWARD SPOONER**  
Vice Pres. in charge of Furniture Div.



**HERBERT WALKER**  
Treasurer-Comptroller



**GEORGE GRAF**  
Works Manager



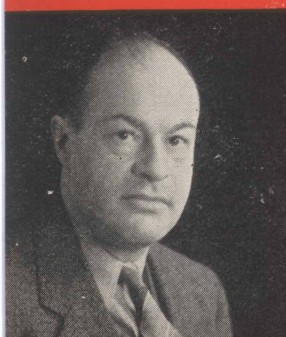
**K. F. BOLDT**  
Advertising Manager



**N. L. NELSON**  
Manager Games Division



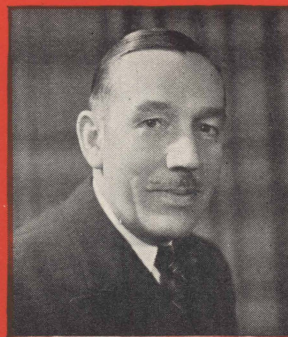
**ARTHUR WEINAND**  
Asst. Mgr., Phonograph Division



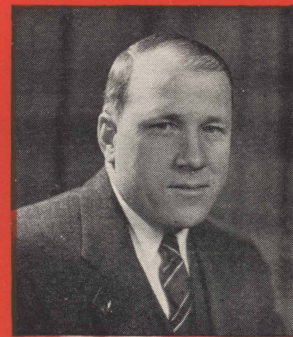
**W. E. HALL**  
Manager, Service Department



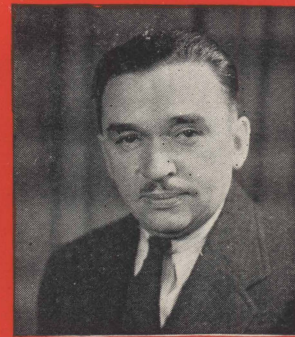
**ALBERT A. SILBERMAN**  
Gen. Sales Mgr., Nat. Park-O-Graf Corp.



**HARRY W. CARLSON**  
Chief Engineer

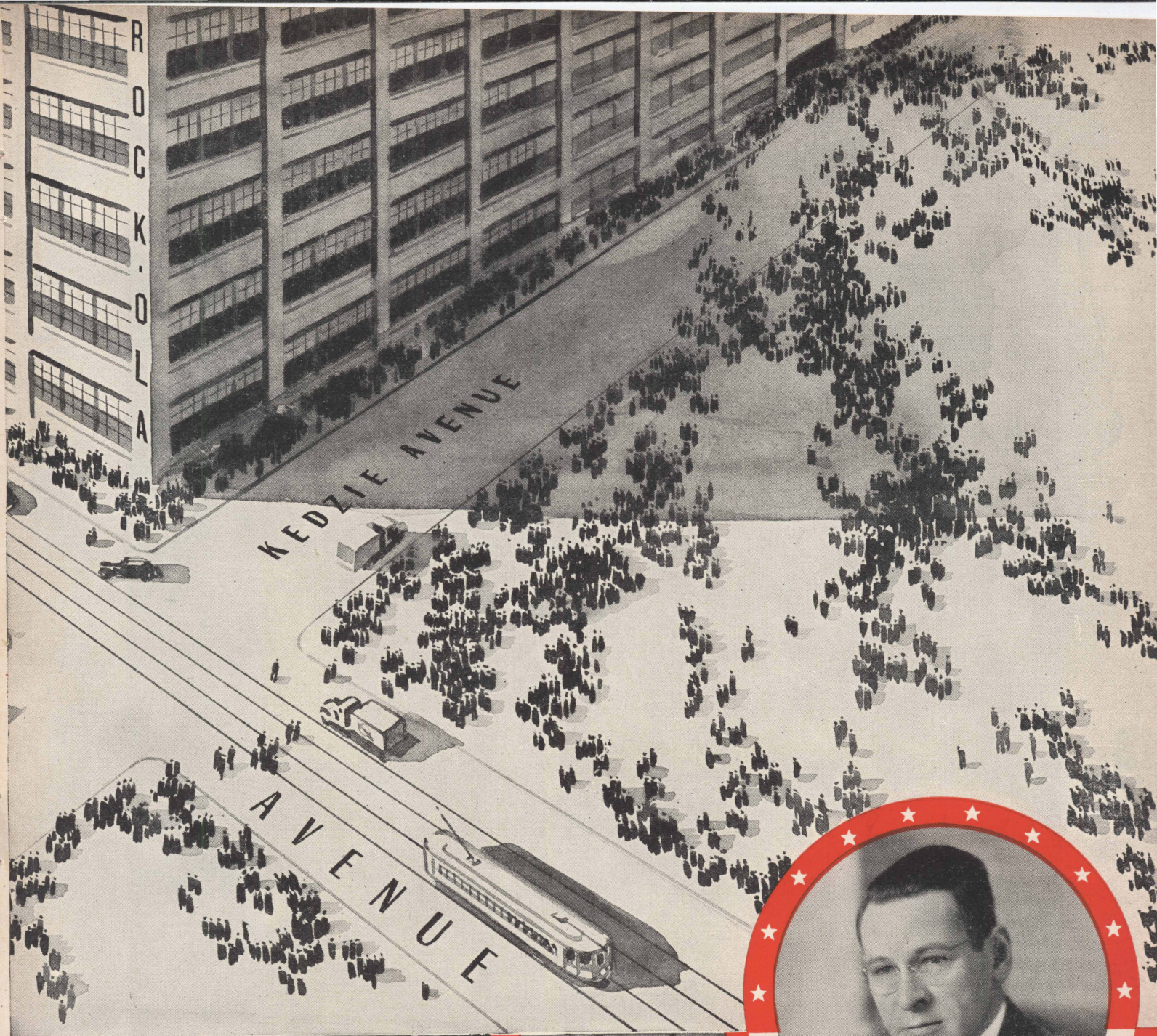


**J. J. SEARS**  
Purchasing Agent



**L. F. SEBASTIAN**  
Credit Mgr.



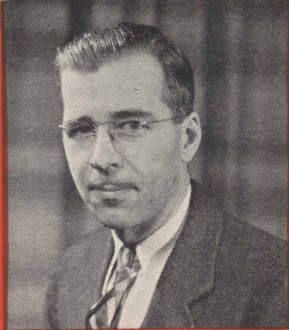


*David C. Rockola*  
PRESIDENT

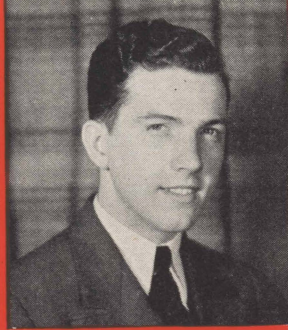
*Says—It will be the earnest endeavor of our entire organization to make you feel sincerely welcome to the National Coin Machine Show of 1938—A visit to our plant will prove stimulating in its revelation of Rock-Ola's enviable position in this vast coin-machine industry.*



ROBERT E. DILLON  
Phonograph Division



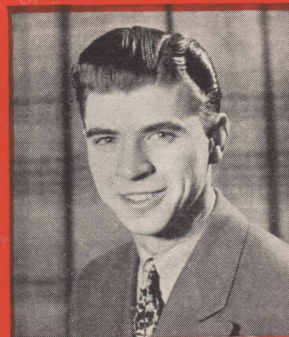
J. M. JOHNSON  
Production Control Mgr.



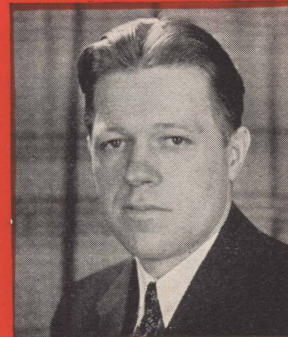
ELLIS HALVERSON  
Service Division



E. D. BOYCE  
Office Mgr.-Asst. Comptroller



JACK LEONARD  
Service Division



RALPH LINDGREN  
Service Dept.





# The Newest Sensation!

**QUALITY—EFFICIENCY**  
The proven principle of air popping gives maximum expansion to corn . . . . thus less corn gives greater bulk.

**NO OIL ODOR**  
Only the pleasant aroma of fresh popping corn . . . . your best salesman.

**SANITARY**  
Does not pop in oil . . . . no problem of greasy parts to keep clean.

**FOOLPROOF**  
No oil to carbonize from high temperatures . . . . proven basic engineering principles — no complicated gadgets.

**UNIFORM POPPING**  
Regardless of number of sacks or outside temperatures, even popping is always assured.

**LOW CURRENT COST**  
The basic principle involved operates the AIRPOPS-IT on a few cents per day.

**YOUR CHOICE**  
Dispensed hot and fresh, like home-made popcorn — dry or seasoned to taste.

**AIRPOPS-IT**  
HOME MADE POP CORN  
— IN A JIFFY 5c

**18**  
COIN  
MACHINE  
REVIEW

*Make money with Popcorn* An entirely new popping principle that bathes the corn in hot air and does everything we claim for it—backed by years of expert engineering experience. **WRITE TODAY** for details.

Price \$195.00 F. O. B. Chicago

360 North Michigan Ave. • Chicago • CENTral 2340

★ See Us at the Show  
Booth 209A

**AIRPOPS-IT**  
INC.



# CHICAGO LOCKS

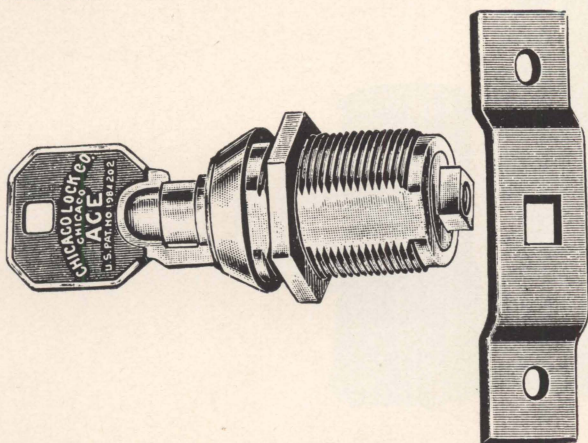
INSURE

# POWERFUL POSITIVE PROTECTION

Inside the Chicago Lock is a simple but ingenious mechanism. Its supreme efficiency, durability, and dependability is the very foundation of the ONE VITAL SERVICE you have a right to expect when you buy a lock—PROTECTION.

To put inferior locks on a coin machine is false and foolish economy. Installation difficulties, defective parts, replacements, and damaged "good will" soon turn a saving of a few cents into an enormous loss.

Chicago Locks are supplied as standard equipment on America's leading coin operated devices. Let us prove to you that it costs less to have Chicago's Powerful, Positive Protection.

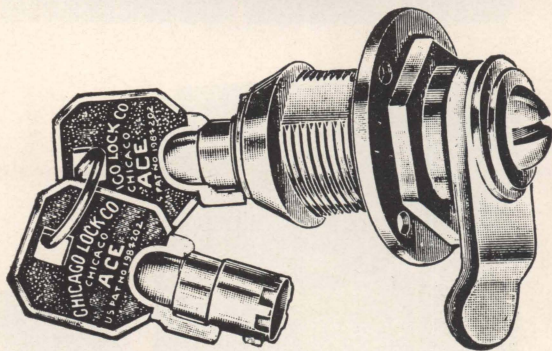


No. 4102

No. 4102 with double throw cam, a type of lock becoming increasingly popular on the newer amusement games. Actual size. Has famous ACE 7 Pin Tumbler cylinder and ROUND key that defies fraudulent duplication.

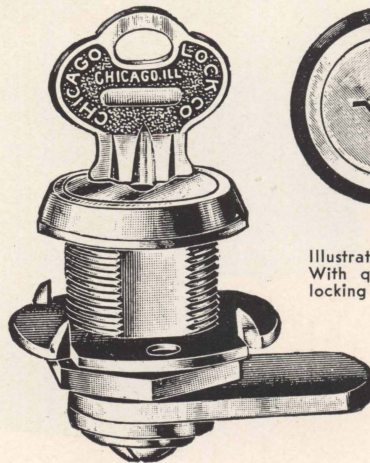
## MANUFACTURERS—OPERATORS

Visit our Lock Display at the Coin Machine Show.  
Booth No. 205 • HOTEL SHERMAN  
January 17th - 18th - 19th - 20th



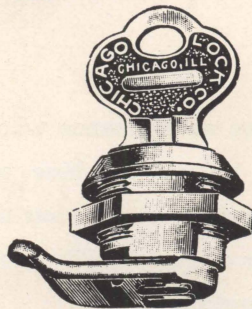
No. 4032

ACE Lock No. 4032.  
Has famous ACE 7 Pin Tumbler cylinder and ROUND key that defies fraudulent duplication.



No. 3244

Illustrated Actual Size.  
With quadruple safety locking action.



No. 2306

19  
COIN  
MACHINE  
REVIEW

# CHICAGO LOCK COMPANY

2024 N. RACINE AVE • CHICAGO ILL.



# ***Northwestern***

**Offers a Vendor for Every Purse or Purpose  
with Each Machine the Leader in It's Class**



That's what every veteran bulk vending machine operator will tell you—it's the opinion of all who know machines, know the business, and are thoroughly acquainted with what it takes to operate a successful route.

**20**  
COIN  
MACHINE  
REVIEW

It makes no difference what type of bulk vendor you require, whether it's just a low priced peanut machine or the most modern all-product merchandiser, Northwestern offers you more for your money. The finer construction, many extra features, and far greater earning ability make Northwestern equipment the outstanding favorite among all operators.

**THE NORTHWESTERN CORPORATION**

183 EAST ARMSTRONG STREET

MORRIS, ILLINOIS



# Public Confidence

By LUCIUS S. FLINT

"Wait a minute!" The woman plucked the sleeve of her companion. "Don't waste your penny on that scale. Let's go down to the Owl store. Their scales are tested weekly."

The conversation, overheard on a San Francisco street corner, might have taken place in any city in the country. Most operators test their scales regularly to assure accuracy, but all too few let the public in on that fact. As a result, the inaccuracy of a few neglected scales tends to tear down public confidence in all weighing equipment.

Two years ago, heads of the Owl Drug Co., one of the largest and most successful chain drug store concerns in the country, put on a carefully planned educational campaign to correct the condition. Since, daily revenues have increased about 33 percent. Discounting a normal revenue increase of about 12 percent, there is still a 20 percent increase, most of which can be directly attributed to confidence-building activities.

Drug stores always have been among the most consistently profitable scale locations in existence. But, Owl's experience proves that even in a high-class drug store, scale revenue can be greatly increased through planned effort directed toward increasing usage of the equipment.

Owl uses International Ticket Scales, owned and operated by the manufacturer, in all of its stores. The equipment is serviced on the Pacific Coast by the Howe Scale Co. of San Francisco.

When Owl executives decided to make a business of increasing scale revenues, they made arrangements with Howe's for an unusually consistent inspection program, to be backed up by each store manager through use of signs and comments to customers. The special inspections increased operating overhead for a period but additional revenue a great deal more than covered this cost.

For several months at the start of the campaign, every Owl scale was inspected and actually tested with weights once a week. On each machine was placed a large, hand-lettered card reading: "This scale was tested and found correct on (date). Since the date of inspection was never more than a week old, customers felt sure they were getting accurate weights at all times.

When the campaign was launched, the company knew that weekly inspection costs would run too high on a permanent basis. But, over a several month period—with proper advertising—the inspections got marvelous results.

Then, the inspections were tapered off to a monthly basis. Cards of the same type were used but the dates were changed monthly instead of weekly. By that time, customers had gained full confidence in the equipment and in most cases didn't notice the change.

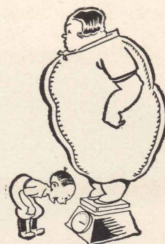
However, experience showed that a change of appearance in the signs helped maintain interest, so recently, the outside cards were replaced with paper posters placed inside the glass. The message on them reads: "Correct weight at all times. Owl Scales are tested regularly by the Howe Scale Co. of San Francisco. Correct weight assured." This sign is supplemented by a printed inspection sticker on the body of the machine—giving date of inspection and other similar information.

Large, easily readable signs of one kind or another will be a permanent feature. It was found that ordinary inspection stickers are helpful when used with the signs but that in themselves, they aren't impressive enough to sell the accuracy idea.

At the start of the campaign, clerks took every opportunity to mention scale accuracy to customers. For instance, when a customer was sold a tonic or other remedy for either building weight or reducing, the clerk pointed out that the store scale was always accurate and invited the customer to use it in keeping check on results of the treatment. Customers thus approached not only became regular scale patrons but also told their friends.

In addition to making a strong bid for public confidence in scales, Owl Drug has done some interesting things in connection with relocating equipment. The company has a Managers Club which meets at regular intervals to discuss methods for business improvement. Each store manager is assigned a subject on which he must do research and experimentation work and then report his findings to the body.

Since scale revenue is carried by this company as a reduction



"Quarter past three, Maw!"



against expense item, the manager detailed to investigate various cost items was given the scale assignment. His experiments on locations and pointers on scale usage suggestions by clerks have increased revenue throughout the chain.

It was found that while the best scale location has to be determined in each individual store according to the layout and the flow of traffic, there are certain general principles which apply in all stores. The scale must be **near** a heavy traffic lane, preferably facing the inside of the store so people will see it as they go out and put in the pennies they have gotten in sales tax change. Customers like to do their weighing leisurely. They don't want to be jostled on either side as they get onto the scale or while they are weighing.

The prejudice of a few managers who had a constitutional dislike for scales and put them in back corners was overcome by experiments of others who proved their revenue producing value. In some cases, revenue was almost doubled by a shift of a scale from an inconspicuous location to a prominent one with the unit facing the inside of the store.

"We feel that a scale is a necessary piece of equipment in any drug store—from a customer convenience standpoint—and that this being the case, it is only good business to devote every possible effort to making it pay a maximum revenue," says W. A. Peterson, Buyer and Expense Controller for Owl at the company's home office. "With proper effort and resultant revenue increases comes improved store traffic."

"When you get a customer's attention once with a scale that she knows is accurate, she'll go out of her way to come back and use it. And, in that process she's likely to buy extra merchandise."

"Some druggists discount the direct revenue producing value of scales. We don't. With proper handling, they show us a well worthwhile profit at the end of the year. We don't have any investment in them so what we make is clear."



## Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

### PRICE

50c Each; \$5.00 per Dozen  
\$32.50 per Hundred

**M. T. DANIELS**

1027 University Avenue  
WICHITA, KANSAS



Chicago's exclusive distributor for Popmatic is the Slone-Berts Music Co. Personnel of the firm, shown here, includes (left to right) Barney Jacobs, Clyde Fowler and John Swisher, members of the crew; Popmatic; Mr. and Mrs. F. H. Slone; Leslie Montouth, another member of the crew.

## First Showing

of Rowe cigarette merchandiser set for Show.

BELLEVILLE, N. J.—Marking a "first" in the firm's history, Rowe Mfg. Co., Inc., has scheduled a premiere for the Chicago Show with the showing of its new cigarette machine, the Rowe Royal, there. Never before has a new Rowe model been displayed at the convention, according to report of Rowe Vice-president R. Z. Greene.

Acclaimed for the Imperial machine which won high favor in the industry, it is said that the new Royal will equal or surpass in innovations and new beauty the earlier merchandiser, will likewise draw to the Show booths an even greater number of visitors than last year.

Production activities on the Royal have created considerable hustle and bustle during the past few months, and the excitement and rush of business has been directly attributable to preparations for readying the Royal for its premiere at the show.

## Personnel Setup

changed at Ranel.

CHICAGO.—In order to meet the increased demand for its products, Daval Mfg. Co. and its affiliate, Ranel, Inc., have found it necessary to make a revision in its official setup and to increase executive facilities. Under the new organization R. G. Norman, former advertising manager, has become director of sales promotion, and I. D. Rotkin, former assistant to Norman, has become advertising manager.

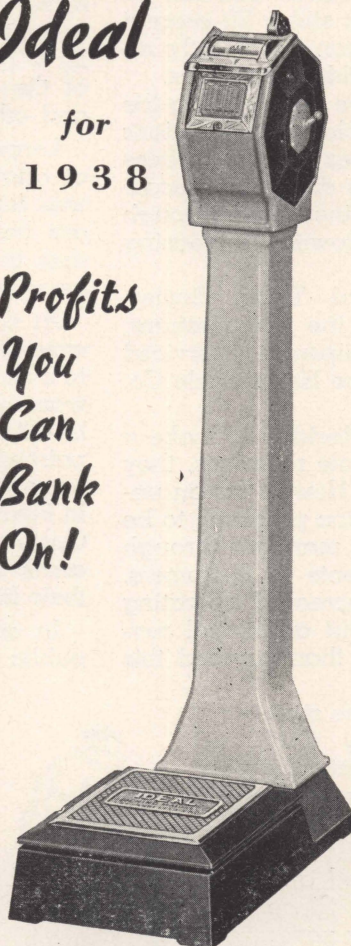
Norman, who enjoys an enviable reputation the country over among music operators and coin machine men, is especially enthusiastic about the U-Pop-It automatic corn-popping and vending machine by Ranel, according to report, and has prepared an extensive sales promotional program around it. Rotkin is widely recognized in trade and publication channels for his grasp of advertising technicalities and his versatility.

*Ideal*

for

1938

*Profits  
You  
Can  
Bank  
On!*



**IDEAL**

**Weighing Machine Co.**

1012 West 43rd Street  
Los Angeles California



# Greetings!

## The coming year and what it holds for the industry; thoughts on the future; greetings from leaders in the Coin Machine World.

● Undoubtedly the year 1938 will be the year that shows the greatest improvement in coin machine history. We have just passed through a period of change in which manufacturers, operators and public alike have been deciding what they like and want to do. The time has now come for all coin machine interests to insist on the place the coin machine must occupy in our social and economic scheme. The movement toward an even more universal popularity than ever before is well under way. At Mills Novelty we are so sure of the immediate future that we have now developed our biggest collection of new machines in forty-nine years of constant expansion and development. If ever there was a year in which the operator could make big money, it undoubtedly is 1938.

—FRED L. MILLS  
President, Mills Novelty  
Company, Chicago.

● You and I and the other fellow have our investments in the coin machine business because it is basically right and because we like the business. Hundreds of thousands of persons the country over are depending upon this business for a livelihood. Millions of people look to the coin machine industry to provide the various kinds of service, entertainment and diversion they seek. What about the future? The future will be just what you make it.

Straight amusement games and trade stimulators are still good if operators have not or do not in the future overstep the bounds as laid down by the minority public opinion. The trend to legitimate operating activities is definitely and positively a sure road to permanent and steadily increasing income. Merchandise vending equipment has come further to the fore. Music has been and will be an indispensable activity for many. A few alert manufacturers are providing new means of further expansion into other profitable fields of operating activity.

My suggestions for operators is: Fortify yourself for the future. Operate the "quick money" machines only where you can place them. Don't put all your eggs in one basket. Diversify your activities. Give greater consideration for the necessity for operating legitimate equipment. Be alert to your opportunities. Then, in the future, you can say "I'm glad I did,"

instead of saying "I only wish I had."

—A. S. DOUGLIS

President, Daval Mfg. Company,  
and its affiliate,  
Ranel, Inc., Chicago.

● To read some of our daily papers one would be led to believe that gambling is a sin. Just a few years back a group of people tried to make us believe that drinking was a sin, and in their fanaticism brought upon us prohibition. They failed to distinguish between use and abuse of the thing. Gambling in itself is not a sin. Life itself is a gamble; like a game of checkers, you win or lose with every move you make. We gamble when we insure our possessions against loss by fire, theft or flood. Take the IF or GAMBLE out of a life insurance policy and the greatest selling organization known today (the life insurance agents) would have nothing of interest to the public. Every business venture is a gamble. Every investment we make is a gamble. After all, only two things in life are certain — death and taxes.

When you and I play cards, or indulge in a game of golf for small stakes, we are doing no one a wrong. Everyone will agree that I am entitled to spend my surplus money on travel, music or amusement. Therefore, I contend it is my privilege to spend any surplus on a game of chance. Some will say there is danger of contracting a habit which may become a vice. But there are millions of people who can gamble without contracting a vice. Should ninety-nine percent of the people be penalized for the abuse of one percent? If this is a fact, why not ban the use of automobiles because of the reckless drivers? Too much of anything is bad!

Originally we manufactured games for amusement embodying skill. The success or failure of a game during that time could be traced directly to whether or not the game required skill. In other words, the operators and distributors clamored for games with skill to a point where it really was difficult for players to win. Today the story is somewhat changed, for the playing public demands games with skill, plus an element of chance. This was not an overnight change but it came about gradually until today the success or failure of games produced can be traced directly to how great an element of chance has been built into them.

The Stoner Corp. and all manufacturers of coin operated games have endeavored to design games of skill, plus the element of chance so necessary in games today. To survive in this or any other business one must keep abreast of the times. Those of us engaged in the Coin Machine Industry realize a definite change has come about and have not hesitated to meet the demands of our users.

What has been instrumental in causing this decided change in our Industry? Isn't it a fact that the great majority of people are looking, in fact shopping, for some sort of a gamble? The word "gamble" is publicized and continually printed in newspaper advertisements, advertising circulars, and on the screen. The fact that bank night at most theatres has proved a success, and that practically all charitable societies, hospitals and some churches have used Bingo with success, indicates conclusively that the public enjoys a game of chance. Our business has been furnishing amusement to a large percentage of the public, so in the face of

(Continued on page 70)



## Forum and Aginum

by  
Paul W. Blackford



### New Format:

With this issue of THE REVIEW we introduce a new and improved format. The body type has been changed from a thin Memphis face to a fatter and easier to read Cairo. The installation of new Intertype equipment makes this change possible. In addition heads have been changed in the belief that the new style is easier to read. All in all we're quite proud of the improvements and hope you will like the changes.

### NACOMM:

Right now with the annual show coming up in January the trade press is carrying numerous stories on the sponsorship of the show by the National Association of Coin-Operated Machine Manufacturers. This Association, with headquarters in Chicago, is composed of most of the bigwigs in the manufacturing end of our industry.

A long time ago we were told that this Association was formed for the good of the industry and its only purpose was to serve the operator, build good will for the industry as a whole, and see that conditions were such that operators could operate their equipment profitably.

From a round-about-source we learned that the Association cleared thirteen thousand dollars on the show in Chicago last January. Just where this money went to aid the industry is somewhat of a problem when one reviews the happenings of the past year.

One thing the industry has needed for a long time is a fact and figure gathering bureau able to supply information concerning the importance of the industry, its purchasing power, etc. Twice during the past year we've written Secretary C. S. Darling for information. The first time we received a reply and a few vague figures. The second time we did not even receive a reply.

Why did we write and why did we want this information? Simply be-



PRICE \$2.50 EACH Plus 10% Tax  
**HARLICH MFG. CO.**

cause a wealthy individual wanted to invest \$50,000.00 in this industry and wanted some information first. It is only natural that a man would want some data on a new field before plunging to the tune of \$50,000.00. We, unfortunately, were unable to supply him with the facts and figures he desired and he has forsaken the idea and gone to other fields.

Had this gentleman been satisfied with information supplied through NACOMM he would have invested \$50,000.00 in a factory in Los Angeles to manufacture a machine that would materially aid every operator in the country. Through the use of this bonafide, legal device fortunes would have been made for operators, all of the publications would have received a fair amount of advertising, and NACOMM might have gained a valuable member.

Possibly if this gentleman had approached NACOMM direct he might have been given enough data to satisfy him but that is beside the point and certainly too late now.

The fact remains that if NACOMM is to aid this industry it must gather together statistics and informative data that operators can use to further their own best interests through their local papers and otherwise. It is the only Association in the industry that has access to this sort of material and it seems to us that its refusal to compile such data is seriously hindering the expansion and progress of a great industry.

## It's New! It's Hot! It's a Wow! -THE BIG APPLE- A NEW THIN HARLICH JACKPOT BOARD

It's Got That Extra Wallop That  
Builds Profits - - FAST

No. 11043 1000 Holes  
Takes In.....\$50.00  
Average Payout.....26.00  
Average Gross Profit.....\$24.00

ORDER TODAY! BE FIRST!  
1409 W. Jackson Blvd.  
CHICAGO, ILLINOIS

### Four-In-One

goes West.

DETROIT.—"Go West, young man," advised Horace Greeley, and, little by little one young man, an improved 4-in-1 Vendor, has been following that admonition, until at last it has reached the Coast where, in Los Angeles, 4-in-1 Representative Elias Ettinger has made a number of boosters for the machine in the short time he has been on the job.

Claimed to be the only rotating 4-compartment penny bulk merchandiser on the market, the improved features of the new 4-in-1 have proved so popular that operators everywhere are writing to the manufacturers for information about it, and are most enthusiastic over the ease of operation, the beauty of the device and the profits which arise out of its multiple-sales feature.

Old 4-in-1 operators are said to be particularly pleased with the fact that at very small cost they can incorporate the most important of the new features—the raising assembly, the new sub-backs and new springs—in the machines already owned. According to report the new wall bracket is novel in utilizing the base of the machine as part of the bracket. The floor stand also conforms to the lines of the machines, being octagonal in shape, like the globe.

\* \* \*

"You mean to say you work sixteen hours a day? I wouldn't think of doing that."

"I wouldn't either; it was the boss' idea."

## Printing

PRINTERS TO THE  
COIN MACHINE TRADE

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

**HOLDSWORTH PRINT SHOP**  
128 S. Alma St. Los Angeles, Cal.  
AN. 16077

BRASS-ALUMINUM

**SPECIAL TRADE CHECKS**

OR STEEL

100.....\$ 3.50	200.....\$ 5.50	300.....\$ 7.50
400.....9.00	500.....10.00	1000.....18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

**ROUND-SQUARE or OCTAGON-Lettered on 2 Sides**

CHAS. KOSTER  
CIGAR  
STORE

**YOUR NAME  
and ADDRESS  
IS ON  
ONE SIDE**



# W U R L I T Z E R

## Announces 1938 Policies

---

The Rudolph Wurlitzer Company will be guided in forming its 1938 sales plans by the following two basic principles:—

**One:** We shall produce and sell 40% less phonographs in 1938 than we did in 1937,—regardless of the demands that may be made upon us to do otherwise.

**Two:** We feel confident that there are enough established music operators today to adequately supply the needs of location owners.

Our faith in the future of the phonograph business is just as strong as it was four years ago when we adopted the policy of selling only to operators—a policy that has been—is—and will continue to be, strictly adhered to!

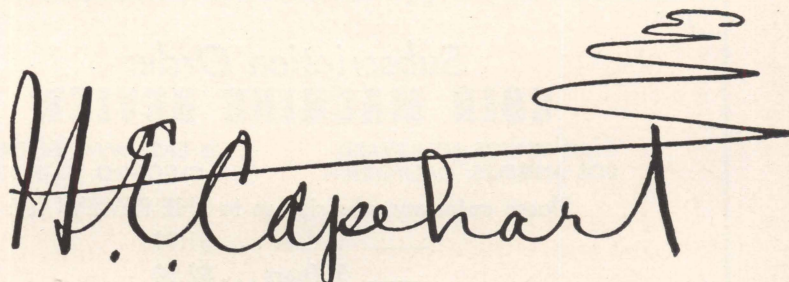
We are opposed, as we have always been, to the sale of phonographs to locations for the reason that such sales do not

bring lasting benefit to you, the location owner, or ourselves. We know that the location's music problem can be handled with greater satisfaction by an operator than by the owner of any location.

We do not care to do business with any operator who persists in selling phonographs direct to locations.

The Rudolph Wurlitzer Company believes in the future of the operating business and in the business of manufacturing automatic phonographs. Were this not emphatically the case, we would not have the courage to look into the future and sacrifice our chance for greater momentary profits during 1938 in exchange for a policy that will for unlimited years to come guarantee consistent profits for both operator and manufacturer.

It is our firm conviction that these basic principles will best serve our mutual interests.



VICE-PRESIDENT

---

*The Rudolph Wurlitzer Company*

*North Tonawanda, N. Y.*



## Novelty Demand

leads to new equipment  
in Canada.

MONTREAL, Canada. (RC) — The search for novelty to satisfy the capricious taste of the public in pin games and other coin machines has led to a complete change of machines in most of the locations here. Coinmen report less insistence on machines which return slugs or other money value and more demand for games combining skill with luck but without recompense to the player other than the glory of beating his competitors.

Exclusion of coin machines from taverns forced operators to find other locations and now machines have been placed in a number of restaurants and other businesses which formerly did not have them.

Montreal and Quebec provincial authorities have been more severe lately on machines in which the gambling element is uppermost and so the change in public taste to games of skill has been very welcome to the operators.

Games based on some form of athletic contest, although the resemblance may be little more than the name or the use of sporting terms, continue to be the most popular, and the latest machines show not only more ingenuity but a brighter, more attractive appearance. "Color helps," one distributor remarked, and enticing pictures illustrating the game do their bit in luring the customer to show his ability at indoor games.

One machine that holds its own and is perhaps doing even more than that, is the weighing machine. In these days when so many people are dieting and exercising in an effort to keep down weight, the machines are busier than ever, those being most favored which give out a card showing date and weight which the customer can preserve as a record and use for comparison. The only drawback is that in all but first class hotels the 5-cent weighing machine has been replaced by the penny scale. The average customer does not mind how often he spends a cent on his weight. Some weigh themselves every day, but the thought of spending a nickel for so little return is too much for most people. In larger hotels the 5-cent machine still continues to do

business, but the run of customers who know they can weigh themselves five days in succession for 5 cents leads to preference for the penny machine. There is also the factor that newspapers are almost the only articles that can be bought with coppers, so most people have an odd copper in their pockets and think they may as well use it on a weight machine as lug it around.

Weight machines have been installed lately in many new locations, most of them out-of-doors. One at a tramway transfer point in a distant suburb does record business as it helps to while away the time when waiting for an electric car.

## IF YOU CAN USE ANY OF THE FOLLOWING MACHINES LET ME KNOW AND I WILL MAKE THE PRICE RIGHT!

Paces Races 30 to 1 1937 Models Serials Over 5,000

Paces Races 20 to 1 1936 Models Serials Over 3,000

Rays Tracks Latest Models Serials Over 4,000

### CONSOLES

Exhibit Chuckelettes

Exhibit Races

Exhibit Jockey Club

Evans Galloping Dominos and Bang Tails

Keeney Track Times, Latest Models, 3 Weeks Old

Pamco Rosemont

Pamco Deluxe Bell

Western Big Roll

CLASSICS, GOLDEN WHEEL, TURF CHAMPS, ROVER,  
HIT PARADE, DERBY DAY, HICARD,

COLLEGE FOOTBALL, BLUEBIRD, PAMCO BELL,  
RAINBOW BALLY DERBY JUMBOS

**CHARLES PITTLE & CO.**

79 BEETLE ST., NEW BEDFORD, MASS.

30

COIN  
MACHINE  
REVIEW

### Popmatic Names

additional dis-  
tributors

ST. LOUIS.—Still growing, the list of additional distributors for Popmatic, automatic corn-popping merchandiser, as announced by Rudolph Greenbaum, head of the manufacturing firm, now includes the following firms:

Exclusive distributor for Maine, Vermont and New Hampshire, is W. P. Hamel of Concord, N. H. In Georgia H. E. Sklare has organized the Georgia Popmatic Co. with headquarters in Atlanta. Allen E. Roberts, of Asheville, North Carolina, has been named exclusive distributor for that state. In Texas B. B. Moseley of Dallas will handle the machine.

New York City and New York State rate two separate organizations. Sam Kresberg has organized Popmatic Sales and Supply Co. to cover the cities of New York, Rockland and Westchester, the territory directly north of New York City, the state of New Jersey, and the eastern half of Pennsylvania. A. J. and George Navickas, of Forrestville, Connecticut, have taken over their own state, Rhode Island, and the balance of New York State.

## TIMING DEVICES

Electrical or Mechanical

For every coin machine need.  
We supply leading manufacturers.

**ELLMAN & ZUCKERMAN**

119 S. Jefferson St., Chicago, Ill.

JAN.

### Subscription Order COIN MACHINE REVIEW

1113 VENICE BOULEVARD  
LOS ANGELES, CALIFORNIA

35 EAST WACKER DRIVE  
CHICAGO, ILLINOIS

Please enter my subscription to THE REVIEW for:

\_\_\_\_\_ 1 Year ... \$1.00

\_\_\_\_\_ 3 Years ... \$2.00

to start with the \_\_\_\_\_ issue. A remittance in full is  
attached hereto.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

OPERATOR \_\_\_\_\_ JOBBER \_\_\_\_\_



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# ON YOUR GUARD!

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**A view of operators' difficulties from the legislative sidelines. California Assemblyman JOHN PELLETIER urges unselfishness in an interview with H. L. MITCHELL**

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Fiery, vigorous, enthusiastic, interested, eager and helpful. Those words, and more, are all necessary if one is to describe John Pelletier of Los Angeles, California, State Assemblyman for the Forty-Fourth District. And, since Assemblyman Pelletier is a man who helps the operators fight their battles and one who looks out for the interests of his constituents, this hundred-percent American of French ancestry is worthy of description.

For a long time Southern California operators knew little or nothing about this legislator who was helping their cause because it helped the people of his district. When he did become known it was with thunder and lightning—and some very sound advice. Pelletier's formal introduction to members of the Coin Machine Fraternity came in Los Angeles last September when he outlined some of the problems they were facing, urged stronger and closer cooperation in the interest of the common good, and told, from a legislative viewpoint, some of the steps that would be necessary for continuance of the business.

Though the organization meeting for the State Operators' Association, where first he spoke, has become a matter of history, still his words are ringing in the ears of many of his hearers. The pages on which his words were set down are afire with enthusiasm. And, as the new year rolls in, with its flood of good (and often all-too-short-lived) resolutions, it is only fitting that some of what he said be reiterated, together with some of the things he said in a subsequent interview.

Declared Pelletier at the meeting in the Royal Palms Hotel, "You can bet your life the legislature doesn't attack the hotel or apartment house owners. They have a strong association, and they're able to present their claims so that the legislature can understand them. You need a strong association, too.

"Organize. Make yourselves strong. Prepare now to do battle in 1938 and 1939—I warn you you'll have to or go out of existence."

One look at the district Pelletier represents, one look inside the homes and business establishments of those who elected him—not from the viewpoint of an operator anxious to install equipment, but from the viewpoint of one human being looking at other human beings who are less fortunate than many—and you'll understand why Pelletier is aligned with the operators' cause.

A great many of his constituents are of foreign birth, struggling to be good Americans and sometimes wondering why the land of Golden Promise

isn't as golden as the thought that lured them here. Their homes are set in narrow streets. They look shabby and old-fashioned. Yet they make a brace showing straggling flower gardens and window boxes. And the people are more poorly dressed than most.

Their business districts are similar. The buildings are old and dingy and owners of the property won't do much about brightening them. They attract little or no outside trade, and about all the money that comes in is spent by residents of a district where money is far from plentiful.

Two factors are involved in Pelletier's interest in seeing coin machines retained in an area where he is very much liked. One is economic, the other is a moral question.

"America seems to have gone gambling mad," Pelletier declares. Yet, he implies, gambling through coin machines is innocuous, is of little harm, and is not extensive by any means. The money problem limits it, of course. And on that very problem hinges each of the two aforementioned factors. Because the people have little income, relatively, many a shopkeeper would be forced out of business through his inability to pay the rent and the lights and the gas. Those shopkeepers work long hours for smaller returns than the average "small" merchant, and it is their share of the returns on games and other coin controlled devices which more than once has kept them going. By the same token the money problem makes the amusement question a serious one. With little to spend, the young men of the neighborhood can't live in the movie houses, inexpensive as they may be, they can't go to dances all the time, they can't do any of the hundred or more things the average young person finds a satisfactory diversion.

"Not by choice but by necessity the youths of these areas have become street-corner loungers, and hangers on in places where they should not be. Of such a substance crime is bred. It comes from such an environment and from idle hands and idle minds and an empty pocketbook.

"Thus the coin operated games supply diversion, harmless amusement and are factors in keeping human beings from degrading themselves in criminal activities.

Such an attitude is both philosophical and logical, and when one realizes that Assemblyman Pelletier possesses it, and that it is based on a habitual rubbing of shoulders with the people who chose him as their representative, it is easy to see why he is all in favor of continued operation of coin controlled equipment.

(Continued on page 38)





## Good Locations outlined by Nebraska operators.

OMAHA. (RC) — Rock-Ola weighing machines have gained such favor here that trustees of the Y.M.C.A. have permitted the placing of two of the scales on the first floor of the building. Other good spots as discovered by Omaha operators:

Bus depots of Omaha are proving to be fine locations for bowling games, peanut vendors and scales. A rifle range is also found in the Union Bus depot, though its revenue there is not so high as some other equipment produces.

Sam Pepper, one of the larger operators of phonographs, has decided to increase his business by the addition of twenty more machines. Pepper has a few machines in Omaha but does most of his business in the smaller towns and in good roadside inns where sandwiches and soft drinks are sold all night. He has some machines as far as 150 miles away from his headquarters.

Nebraska operators located in college towns are finding all their locations good—when they use special records to maintain interest in their phonographs. Those doing best of all find it pays to make out a card for a week and scatter copies liberally around the campus. They also find they can often dig up old records and get a lot of new play, particularly with pep songs and discs of that nature.

## Personals

By CHARLES P. RODMAN

Sam Colick, onetime large operator of all kinds of coin machines in Omaha and vicinity, endeavored to get out of the business, declaring he had no time for it since he was interested in a large fruit and grocery store, as well as a large liquor house. He thought he had sold out to another party. Now he finds himself deeper in operating than ever. He's a good one, too, and has the happy faculty of making friends readily. Andy Warren, a former partner of Colick's, has also gone into the operating end of the game again.

C. E. Johnson of the Johnson Music Co., Omaha; John Planke, Jr., of Council Bluffs, Iowa; and A. K. Campbell of Scottsbluff, Nebraska are among those who have announced they will attend the big Show in Chicago.

From various sources it is indicated that Al Johnson, president of the National Premium Co. is proving himself a real salesman. His firm is Nebraska

distributor for Rock-Ola equipment.

Bob Dorinson, formerly owner of a good route of machines, including a number of music machines, has sold his entire business to the Howard Sales Co. of Omaha. Fifty machines in all were involved in the transaction.

Jack Katz, operating on the North side in Omaha, added several phonographs and some other equipment to his string the last of December. Katz is one of the younger operators, but a marked success in the business.

John Dauble, in charge of RCA Victor records in the Omaha territory under the supervision of the Sidles Co., finds himself a busy man these days. A sound-proof booth has been erected on the sales floor and one of the better reproducing machines has been installed so that operators may have a quiet place to hear desired records. Johnnie is another Omahan who will take in the Show at the Sherman, after which he will visit the many record customers in his territory for the first time since coming to Omaha.

Tony Mangano's firm, the Howard Sales Co., has taken on Rock-Ola weighing machines, and placed a number of them the first week. President Mangano reports it's his first venture in this line. Tony, like others, will be in Chicago the middle of January.

## Omaha Visitors listed.

OMAHA. (RC)—Among recent visitors to local jobbing establishments were: Lee Crabtree, Rockport, Missouri, who is one of the good operators of Northern Missouri and southern Iowa. He has a goodly number of phonographs and some counter machines that are keeping him busy—and that pay well.

A. K. Campbell, Scottsbluff, Nebraska, 400 miles west of Omaha, came in the last of December to report that he is thoroughly tied up in the automatic music business and is one of the few operators in the state with a clientele that demands Hill Billy records. His version of success-methods, in a few words: "Give your people what they want and see that the machines are always in good working order."

\* \* \*

Sergeant O'Neil came upon a down-hearted man who was getting ready to jump off the Brooklyn Bridge.

"Before you commit suicide," said the sergeant, "talk it over for fifteen minutes with me."

Whereupon the two strolled over to a bench and conversed for fifteen minutes. Presently they both walked back to the bridge and jumped over together.

VICTOR  
  
RECORDS

**ATTENTION**  
Nebraska, Iowa and  
South Dakota  
Music Operators

We are pleased to announce our  
appointment as Distributors of

**VICTOR and BLUEBIRD RECORDS**

for

**IOWA, NEBRASKA AND SOUTHERN SOUTH DAKOTA**  
A card will put you on our monthly mailing list

**SIDLES CO.**

MUSICAL MERCHANDISE DEPARTMENT

502 South 19th Street

Omaha, Nebr.



LEE S. JONES  
Executive Vice Pres.

COIN-OPERATED

Skill Games  
Amusement Devices  
Musical Instruments



DIRECTORS

W. G. Gray  
Lee S. Jones  
Walter A. Tratsch  
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C. D. Odom

# American Sales Corporation

"THE INDUSTRY'S OLDEST DISTRIBUTORS"

*Let These Leaders Guide Your Purchases*

*Their Experience Covers The Entire Automatic Field*

**936 WRIGHTWOOD AVE.**

Phones Lakeview 9400  
CHICAGO, ILLINOIS

## Is there such a thing as selected used slots?

*Yes, there is, and although we have never handled used equipment of any description, we offer for sale in any quantity, slots described below:*

Pace "ALL STARS" . . \$32.50

Mills "BLUE FRONT" .. 40.00

Jennings "CHIEF" . . . 35.00

Watling "ROLATOP" .. 32.50

These machines were operated in Florida by officials of this corporation. They were in the best shape of any machines while running in Florida, and have now been overhauled, so we say without hesitation that they are the best buy on the market. Terms: One-third cash with order, balance C. O. D. Stretch your bankroll, and buy as many of these as you can, because they will not last forever. Don't annoy us by asking about serial numbers. They are all late ones. Take our word for it—this is fine stuff!

*Lee S. Jones*

P. S.—We have never sold used stuff, but these slots are the "McCoy". Grab 'em!

**33**  
COIN  
MACHINE  
REVIEW



For Vending Machines  
**HARD SHELL —**

**Boston Baked Beans**  
**Smooth Burnt Peanuts**  
**Fruit Dibs**  
**Black & White Licorice**  
**Dibs**  
**Rainbow Peanuts**  
**Dainty Cup Eggs**  
**Licorice Petites**  
**Mint Patties**

**CANDIES**

Write For Price List

**See Our Candy Display**  
**at the Coin Show**  
**Booth 235**

**Pan Confection Factory**

**NATIONAL CANDY CO., INC.**

343 W. Erie, Chicago

**Bally Head**

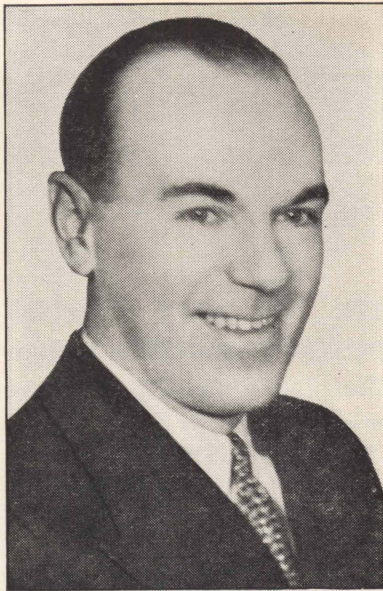
emphasizes manufacturer's obligation to operators.

CHICAGO.—As a highly competitive industry and one in which the scene changes overnight, the coin machine industry has not concerned itself greatly with mutual obligations heretofore. Today, however, believes Ray Moloney, Bally Mfg. Co. president, with operating conditions drastically changed in many sections of the country, the manufacturer must recognize an obligation he owes to the operator, an obligation to create equipment adapted to the conditions currently prevailing.

Moloney speaks of it as a definite obligation because operators have staked their money, time, and business ability on the proposition that this industry affords an opportunity to secure financial independence. They have conducted their affairs on the assumption that there is a future in the coin machine business. This confidence in the future has been encouraged by the manufacturers who have likewise felt boundless optimism regarding the future of the industry.

For this reason Moloney contends that the manufacturer must accept the task of making the "fine future" of the coin machine industry come true for the many who have abandoned other walks of life in order to "build careers around the coin chute."

In short, Moloney indicates, it is the manufacturer's obligation to develop equipment which, regardless of restricted operating conditions, will enable



Ray Moloney

operators to continue in the business they understand and enjoy, and to conduct that business on a more modest capital than is required today.

With this obligation in mind, the Bally executive stated, his firm began in the summer of 1937 to plow profits back into development work on a greater scale than ever before, recognizing the problem not alone as one of designing new models, though this will be done, but also in creating an entirely new type of equipment adapted to present-day operating conditions and priced for present-day operating capital.

Size of the job tackled is indicated in part by the dilemma of many an operator during the past year confronted by a choice between the type of equipment which provides comfortable security but comparatively small profits, and that type which piles up large profits but builds them on the shifting sands of local approval. The immediate need was the discovery of a middle road—the development of equipment assuring stability and security, yet yielding revenues which would top the earnings of currently expensive merchandise, service and similar equipment.

Today, at Bally, the results of a new-trend development program are nearing completion, according to Moloney. One machine in this category has already been introduced with marked success, and others will be ready for the Show. A complete and varied line of "middle road" machines will be offered at prices enabling operators whose capital has been depleted by adverse conditions to pick up with a minimum investment. Machines of the type now manufactured will be continued, and two different deluxe machines for operators not affected by territorial restrictions will be offered at the Sherman. It is to the new-trend line, however, that operators are most likely to turn with keenest interest as the fulfillment of the manufacturer's obligation to cope with the crisis of territorial conditions.

Moloney indicated that the new-trend line would be legal in the strictest sense of the word, with emphasis on amusement, radically different in appearance and appeal in order to create a new

Following its usual custom, the COIN MACHINE REVIEW sent holiday greetings to many a jobber and distributor who had advertised in the REVIEW during the past year. Operators and others, seeing the calendars, wanted copies of them for their own use. Regretting that the expense involved was too great to permit additional distribution, the REVIEW has done the next best thing, and here reprints the calendar's subject so that all who requested copies and couldn't have them may be satisfied. We think you'll like it.

spirit of confidence and courage, inspire a new friendly attitude on the part of public officials, attract new patronage, and provide operators a new opportunity to earn substantial profits without fear of restriction.

\* \* \*

A Yale player was teaching some cowboys how to play football. He explained the rules and ended: "Remember, fellows, if you can't kick the ball, kick a man on the other side. Now let's get busy. Where's the ball?"

And one of the cowboys shouted: "Fergit the ball! Let's start the game!"

*First*

in the PHONEBOOK

*First*

in QUALITY EQUIPMENT

If you're looking for something NEW to increase your operating profits—you'll find it HERE.

If you're looking for GOOD USED EQUIPMENT—something with lots of life and profit left—you'll find it HERE.

For Example:

**14 PACES RACES**

A-1 shape . . . \$125.00 each, up

For whatever you want . . . see us

*First*

**A A A AMUSEMENTS**

(Formerly Acme Automatic Amusements)  
2632 E. 7th St. Long Beach, Calif.  
Phone: 815-33



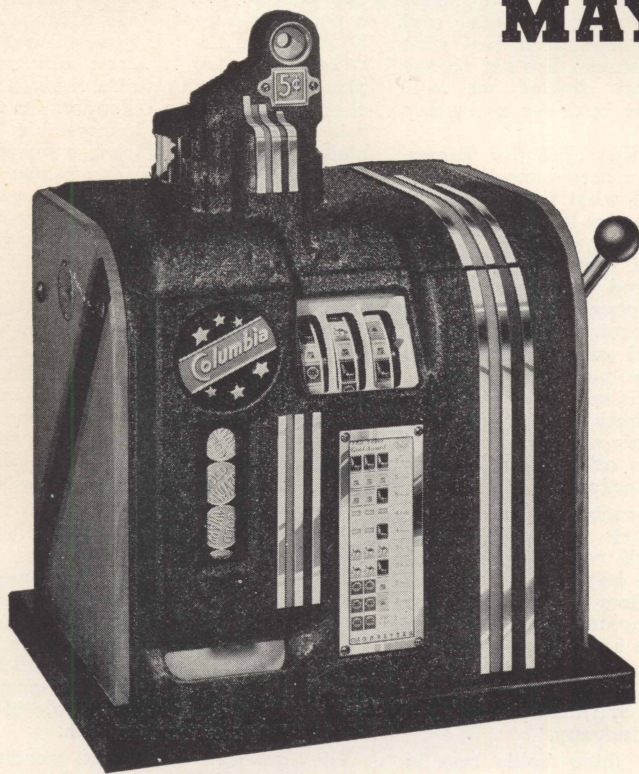








# THIS NEW OPERATING PLAN MAY HELP YOU



■ Groetchen has cooperated with certain customers in evolving a new operating plan which has enabled these operators to resume operation, with approval, in territories considered heretofore difficult.

This plan involves the use of a new type of COLUMBIA machine, similar in appearance to the Gold-award Cigarette Bell illustrated here, but incorporating certain new features.

Operating permission has been attained in these territories without sacrificing any of the top-notch earning power of these Columbia Machines. Conversion to Cherry Bells possible at a moment's notice.

Obviously, details of this new plan cannot be broadcast; but if you are a genuine operator, it will be to your advantage to write us for full information. Please state what kind of equipment you are operating now.

Also — ask for Royal Flush—Dixie Dominoes — Ginger Token Payout — surefire profit makers.

**GROETCHEN TOOL COMPANY**  
126 N. Union Street CHICAGO, ILL.

## Come to the Show!

urges JAMES T. MANGAN, of  
Chicago's Mills Novelty Company

Even if you should happen to be that rarest of all birds, the operator who has yet to visit a Coin Machine Show, this is the one year you should break the ice and come. Or if, as it is more reasonable to assume, you are one of the 8000 operators who have visited Chicago faithfully for four or more years straight to be at the sensational Convention, then you should consider this year as the most important of all. If you are one of the "dyed in the wool" operators who has never missed a Coin Machine Convention, then just skip the rest of this article. We're not talking to you—nothing could keep you away.

If ever the Show meant anything it means something, something BIG, this year. We have just completed, in 1937, one of the trickiest, most complicated years in business history. Few economists are able to explain its ups and downs. All types of businesses were affected seriously by its gymnastics. The coin machine industry in particular has been dazed by a variety of happenings. The future outlook can hardly be agreed upon. A thousand questions are daily running through every operator's head—questions that all came up in the tricky year of 1937.

The place to have these questions answered is at the Convention. At Mills factory we plan to hold a series of clinics in which the vital issues of

coin machine operation will be discussed by our own representatives and by operators from the firing line. The operators who have developed successful means of overcoming their difficulties will tell the way out to hundreds of others who are still groping in the dark. The Mills coin machine experts who act as a clearing house board for the entire country have hundreds of tested plans and ideas to pass out personally to interested parties. Rich information that can reach you in no other way will be on tap for you at the Convention.

And just as the factory organizations will have so many good ideas to pass out personally, in the machines you see on the convention floor you will find another juicy fund of information. For the new machines have all been designed and developed with a view of helping the operator start new territory, find more locations, operate more economically and thus preserve his fiscal independence and stability. Undoubtedly you now know of many things you could do, if you could only get the right machines. Well, the right machines will be staring you in the face at the Show!

A trip to Chicago will do you a lot of good personally. Just one walk around the exhibition halls will put new life back in your veins for undoubtedly the Coin Machine Convention is the pep-

piest show on earth. Seeing three big plants like Mills, with the huge roster of workers supported by the coin operated machine business, will give you a new faith in the industry in which you work. For the coin machine industry is as permanent as human nature itself, and a good healthy look at fifty acres of brick, mortar and machinery representing many millions of dollars in investments, will prove it to you better than words.

We've already received written notice from over 3000 of our best customers that they are surely coming. That's an awful lot of people to have declared themselves in advance. The Show Committee, under the able hand of Joe Huber, has been staying up nights perfecting a Convention machine that guarantees perfect handling of all details and splendid accommodations for all visitors. The hotel problem has already been solved; the amusement and entertainment activities are going to be more thrilling and surprising than ever before.

The word is: COME TO THE SHOW! Spend the most profitable four days of your operating year in the great big, hearty city of Chicago which extends its arms to you in welcome!

A tourist traveling through a section of the country badly burned by the drought got into conversation with an old settler and his son at a filling station.

"Looks as though we might have rain," said the tourist.

"Well, I hope so," replied the native. "Not so much for myself as for my boy here; I've seen it rain."



## On Your Guard

(Continued from Page 31)

"The conscientious legislator will be governed by the will of the majority of his constituents," Pelletier declares. "Because the majority of mine seem to want coin machines I'm for you, and for your cause."

Definite evidence of the desire of the people for the amusement games which were threatened during the last session of the Legislature came with the flood of letters, postcards and telegrams sent the Assemblyman. Even if he had not had the interests of his people at heart he could have followed no other course.

"I know my people," Pelletier declares. "I know pretty well what they need and what's right for them. The messages sent me when I was battling opponents of coin machines merely gave me assurance that I was following their wishes and pursuing the right course. I know that coin machines are valuable in my territory, and there are countless other areas like mine all through the country.

"But so often it's one man against many. It may be that the average legislator sits in his fine house on the hill and looks down at his constituents without mingling with them. I can't, and that may be why so many try to shout me down when I oppose a measure restricting or taxing coin machines excessively.

"Operators do not present a united front. From start to finish they battle

each other. They battle over locations. They battle over policy. Warfare, up to a certain point, is good. It speeds progress. But when they forget that they have a common cause it is not good. Operators everywhere need to forget personalities and petty jealousies and stand shoulder to shoulder if they want to continue in business. The old phrase "United we stand, divided we fall" holds good in this business as in any other."

Assemblyman John Pelletier knows. He doesn't talk to hear himself speak. When he talks of what the legislature may and can do, he tells it from the viewpoint of having watched legislators do things of that sort. When he says apartment and hotel owners can't be attacked because they have a strong, united organization able to present reasons and explanations as to why a legislative move must not be made, Pelletier has seen it done. When he speaks of attacks on the coin machine industry, he's seen that, too, and he can name the attackers and warn against their reelection.

But unless operators do forget their prejudices and their personal thoughts of gain history will repeat itself. Taxes will be imposed beyond all hope of bearing. Restrictions will be made which will force operator and jobber to the wall. Union is needed not alone for the sake of presenting concrete data, but in the matter of electing favorable legislators and opposing those unfavorable to the industry.

And the same thing holds true in every state in the Union.

The moral is simple and obvious. It can be summed up in a personal New Year's Resolution which every operator can make: "I resolve that in 1938 I will forget a little of myself in the present and plan for myself in the future, and my fellow operators. I will join and aid and encourage others to join the association which is helping to fight my battles."

## Chicago May License

CHICAGO.—This city will be reopened to pin games, if an ordinance proposed by Thirty-fifth District Alderman Walter J. Orlikowski, December 15, is passed. Revenue from licenses, the Alderman claimed, would raise \$200,000 of the \$2,750,000 which the city is seeking to meet an anticipated deficit in the 1938 budget. Fee for distributors would range from a minimum of \$250 for 50 games to \$3,000 for 500 or more. Games would use two or more balls. Operators would pay a fee of \$10 per game.

\* \* \*

"My new secretary certainly appeals to me."

"For how much?"

## Robbins Plan

to stimulate merchandiser profits, aim.

BROOKLYN, N. Y.—Simple in operation, concise, and thoroughly tested over a period of a year, Dave Robbins of D. Robbins and Co. has gone himself one better, according to report, with a new plan for stimulating profits of purchasers of his new 1938 2 in 1 Vendor. On tests, it is said, the plan has more than doubled the income from these merchandising machines, and the idea follows Robbins' policy of not selling just "another merchandiser" but giving the operator a head start in his territory and establishing greater profit than the small bulk vendor merchandisers usually earn.

All the operator needs, it is claimed, is to follow Dave's suggested plan when he purchases his 2 in 1 Vendors, and he is assured of greater income than he could otherwise anticipate. Robbins' 20 years of experience in the merchandising field is held as guarantee to the assurance. The plan is being offered free of charge to operators, likewise in accordance with Robbins' policy whenever stimulation plans are conceived for the firm's products.

Because of the success of the method on test locations and the enthusiasm which has greeted the new 1938 2 in 1 Vendor already, Robbins declares himself fully convinced that 1938 will be a great merchandiser year, exceeding the records of all past years in sale of machines and operation of them.

The general sweep of conditions toward the stability and legality of merchandisers, especially such bulk vendors as the 2 in 1, which in itself can vary instantly with public demand and preference, is said to be making this new year one of the most auspicious in the annals of coin machine history as a merchandiser year.

## REVIEW Aids

Ohio operators.

NEWARK, Ohio.—Fred Pritchard was arrested here on the allegation of owning a pin game and having placed it in the Busy Bee Candy Kitchen in the Arcade. Released on \$500 bond for his appearance in municipal court, he was charged with "unlawfully exhibiting a game to win."

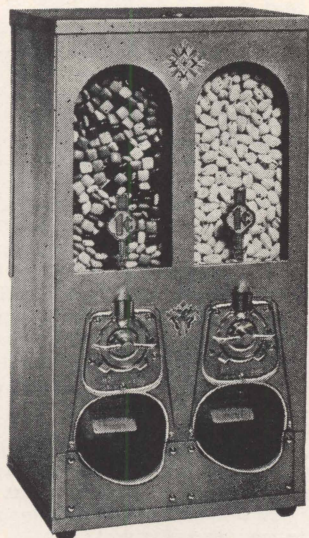
Late in November Ray P. Murphy of Central Ohio Sales Co., Inc., sent a hurry-call for the COIN MACHINE REVIEW'S Legal Index.

Pritchard's case came up and after a part of the testimony had been heard Solicitor J. Dale McNamar moved that the court dismiss the case. Judge Frank A. Bolton, acting upon the motion, dismissed it, and another victory for the coin machine men had been won.

38  
COIN  
MACHINE  
REVIEW

## ADVANCE VENDING MACHINES

110 Models



ADVANCE "DUO"

Write for Catalogue No. 37

**ADVANCE MACHINE COMPANY**

4645 Ravenswood Ave.

CHICAGO

ILLINOIS

## BRASS CHECKS for PIN GAMES

	1c	5c	10c	25c
5000.....	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000.....	4.75	5.50	4.75	7.00
500.....	3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices.  
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

**NO CASH VALUE—SOLID OR WITH HOLES**



# Modern Merchandising

## Game Men

realizing existence  
of merchandisers.

CHICAGO.—"How long has this been going on?" asks an operator as, seemingly, out of a clear sky, he realizes there are profits in merchandising machines.

The very operator who asks this question has stood around stores with one elbow on a vendor, munching peanuts, while with the storekeeper or with other operators he discusses the merits of this or that type of game and bemoans the fact that things are getting tougher and tougher and his income smaller and smaller.

What to do? Not so hard to analyze, advises H. F. Burt of Chicago's Automat Games. You can operate only what they will allow you to operate. It's a little more work and a little less money but it is pleasant, profitable, and can be expanded just as far as energy and capital will permit.

Old methods won't do. When you operate vendors, declares Burt, you are selling service. You are not depending on friendship or the old human instinct to "shoot the works." The very definite service you are selling must be maintained by fair dealing, cleanliness, punctual service and honest merchandise. Neglect any one and your returns reflect it.

The low investment cost necessary to bring an operator a livelihood is not so generally known as it should be. As a matter of fact, enough bulk vendors may (See *GAME MEN*, page 40).

## Apple Vendor

ready for delivery.

BROOKLYN, N. Y.—"An apple a day keeps the doctor away." Most people believe in the slogan, and to help them put it into practice, D. Robbins and Co. is now offering a 5-cent vendor for cellophane-wrapped apples. Of the new device, now ready for delivery, says Dave Robbins, head of the firm:

"Our apple vendor is not an experiment. We are now operating several hundred in New York City and they are doing a fine business, because we are using the best grade of apples obtainable, keeping out dust and dirt with cellophane and the public likes it.

"In designing our apple vendor we took into consideration the operators' investment and we are offering the device at a price which will permit it to pay for itself quickly. No city or state licenses are required with this vendor, and the operator of the machines is assured a steady, life-time income. We are allotting exclusive territory for the apple vendor and we are in a position to make prompt shipments."

Although the Robbins firm will not display machines at the Show in Chicago, Dave Robbins advises that he will be at the Sherman in person on and after January 15, where he will be happy to meet all operators, and will be glad to discuss his newest machine with jobbers and distributors.

Old lady meeting one-legged tramp on the street: "Poor man, you've lost a leg, haven't you?"

Tramp, looking down: "Well, I'll be darned if I haven't!"

## Wants Weight...

wants same weight on  
all scales.

LOS ANGELES.—E. V. Durling, whose column "On the Side" is read in some 225,000 homes by double that many people or more, recently took issue with scale operators, and established a reasonable doubt in the mind of many a potential customer.

Said Durling: "Girl friend and myself weighed on six different machines in two blocks, and every machine registered a different weight. Who has charge of those things, anyhow? Just because it only costs a cent people won't squawk about this situation. But outside of the money angle isn't it an inconvenience not to be able to find a weighing machine you can trust..." (Durling's a big chap, and though you might expect a few pounds, more or less, would make little difference it seems to.)

Always fairer to coin machine operators than many a writer, and allowed such liberty in writing as few newspapers will permit, a morning or two later Durling published a follow-up which again renewed the scale-consciousness of the potential user. Said he:

"Charles M. Fuller... Sealer of Los Angeles county. Charlie has been waging quite a campaign against faulty slot-weighing machines. In past year his staff has examined 5138 weighing machines and found 2127 incorrect. Machines found incorrect are either adjusted by sealer's deputies, condemned until repaired or confiscated. Any reports of incorrect machines made to Mr. Fuller at county sealer's office by mail or phone will receive attention."

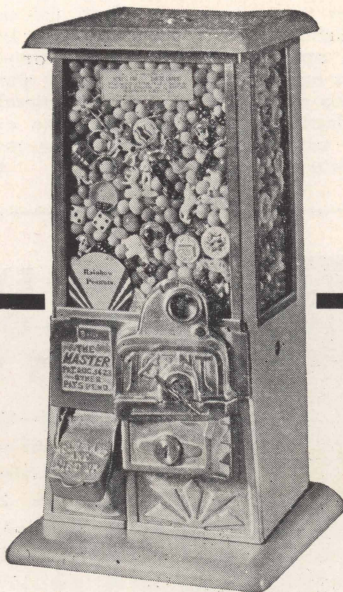
Report of such comments may be just so much "water under the bridge" to the average operator, but every evidence clearly indicates that they linger in the public mind and may turn the tide either for or against coin operated devices of any and all sorts.

Year in... year out  
—BANK on it!

## THE MASTER MERCHANDISER

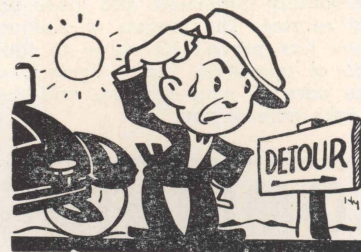
TODAY... or 10 years from today... your investment in MASTERS will produce more consistent returns dollar for dollar than in any other type of equipment. Not "flush money," but solid earnings. If security appeals to you, ask your MASTER distributor for further details:

M. BRODIE  
2182 Pacific Ave. Long Beach, Calif.  
WILL P. CANAAN  
1347 W. Washington Los Angeles, Calif.  
VIKING SPECIALTY CO.  
530 Golden Gate San Francisco, Calif.  
MILLS-VIKING COMPANY  
1356 W. Washington Blvd., Los Angeles, Cal.  
THE NORRIS MFG. COMPANY



Or write the Factory for full  
information about this and  
other Proven Money Makers.

• COLUMBUS, OHIO



There are NO Detours  
when you operate the  
NORTHWESTERN way!

WILL P. CANAAN  
1347-51 W. Washington Blvd.  
LOS ANGELES



## Attention . . . . . VENDING MACHINE OPERATORS WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW PEANUT-SHAPED CHEWING GUM

Will vend in any peanut vending machine  
A fast seller—people buy it because they like it  
**U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN**

### Game Men

(Continued from page 39)

be purchased for an amount that would represent only one or two of the expensive games. This fact alone should convince every operator that it is a poor policy to "put all your eggs in one basket."

Many of us are hoping that the "worm will turn." Suppose he does turn? His back is just like his front. The smaller operator has always had his troubles in trying to get the "cream." The experience of many in the past few years goes to prove that a hundred or two hundred vendors are not to be sneezed at when the rent comes due.

Very often, Burt continues, operators "shy away" from vendors because they have seen others who have gone into it without the proper spirit or analysis of the business, and have failed. Some purchased the wrong type of equipment for their locality or purse, and have unjustly blamed the vending business instead of the individual. Further, various machines of a promotional nature were built purely to sell, and not to operate. These were fostered, with flowery promises of large returns that never did and never do exist, on the unsuspecting. That sort of equipment has done more harm in sidetracking the legitimate operator away from vending profits which rightfully should be his, than any one other thing. As a result, well-managed corporations are now entering the field, and they would not be doing so if the profits were not there.

The penny and nickel vending business has been built up by the smaller operators and it should remain with them. It most certainly will if the operators but realize that the "goose that lays the golden eggs is being shooed quietly out of their barnyard."

Any operator can beat corporation competition. His overhead is smaller, he is personally interested, and gives personal service. The slogan of Automat Games has proved its value to thousands of operators, many times over: "Take care of your vendors and they will take care of you."

### Ranel Representative

serves large territory.

CHICAGO.—From the offices of Ranel, Inc., early in December, came word of the appointment of A. R. "Bud" Kinney as Divisional Factory Representative for the makers of U-Pop-It, automatic corn-popping merchandiser, for the Far West, including the states of Montana, Oregon, California, Nevada, Arizona, New Mexico, Colorado, Utah, Wyoming, Idaho and Washington. Though the territory is large, Kinney has promised that none of the operators will be neglected, and he has already made several trips to the home office here to insure full cooperation and speedy delivery of Ranel's U-Pop-It.

Kinney's name is a by-word among many a Western operator and distributor, for in that territory he has been established for many years, and has acquired a reputation for square-dealing and pleasant relationship with other coinmen.

In commenting on Kinney's appointment, declared Ben L. Kulick, vice-president in charge of sales, "The function of a Ranel Divisional Representative is, above all, to aid in cementing the relationship between operator and distributor. In addition he serves both operators and distributors individually and collectively in their respective areas, and assists distributors in helping operators build permanent and steadily increasing income in a legitimate operating business with U-Pop-It. We are happy to have appointed Mr. Kinney Divisional Factory Representative in the Western States. It gives us a chance to be instrumental in the accomplishment of a closer kinship between operator, distributor and Ranel. To this end we shall devote every effort to bring about a clearer road to steady and dependable profits which the operator may travel with assurance and complete confidence."

### Off Again . . .

REVIEW'S roving reporter  
heads for Jerusalem.

NEW YORK CITY.—Probably the only reason he chose it is because it's one of the few spots in the world where he hasn't been a visitor at least once. At any rate, Arthur M. Keene, Taft (California) coinman-editor-publisher and the REVIEW's globe-trotter, sailed from here aboard the American Export Line's S. S. Excalibar, Tuesday, December 24 at 4 o'clock in the afternoon, for Iraq.

Iraq is that unusual country just north of Arabia through which flow the historically famous Tigris and Euphrates Rivers, a country still filled with harems, fierce Arab chieftains, camels and oases. (At least that's what we've read.) Besides, Iraq has the distinction of unique spelling—it's practically the only word where a "q" is not followed by a "u".

Keene advised the REVIEW, just before sailing time, that when he got to Jerusalem he would "ask the Rabbi if Brothers Mohr, Gottlieb, Hanlon and others are Kosher."

The Christmas greeting he sent out, too is worthy of quotation:

"Well, there goes most of 1937. I'm a year older, the hair is a bit thinner on my head, a trifle more gray around the temples, and twelve months slide by faster than a week did in childhood. But it's a great old world in which to be. Folks who know my faults tolerate me in spite of 'em, and I never get out on a limb but what the circumstance proves the loyalty and faith of some mighty fine friends, my health threatens to take me into a ripe old age, my dog loves me up and above my cranky outbursts, I live in a grand country, and while the sun doesn't always shine today it does the next. So I feel pretty good about Christmas and the opportunity of being around to see what 1938 will look like.

"And at this season of the year I hope that you, too, are getting along—that things are better—and that in 1938 you will possess health, happiness and that all of your dreams, material and noble as they are, will come true."

Broadway Betty says there's been a lot in the papers about "lobbying" and she thinks it's all right if you're really staying at the hotel.

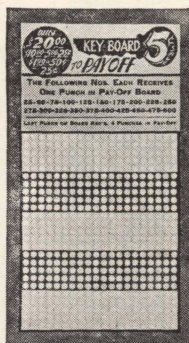
40  
COIN  
MACHINE  
REVIEW

## SOMETHING NEW!

A LOW PRICED 5c APPLE VENDOR  
Your opportunity to earn a Steady lifetime income! Exclusive territory now being allotted to operators!

WRITE OR WIRE TODAY

**D. ROBBINS & CO.**  
1141 De Kalb Ave. Brooklyn, N. Y.



### BEST-EVER PAY-OFF SERIES SET

Consists of 25—500 hole key boards and one pay-off board containing 600 winners from 25c to \$20.00. Takes in \$625.00, pays out \$258.00. Price \$28.06 plus 10% tax. Send for Catalog.



**GLOBE PRINTING CO.**

1023-27 RACE STREET  
PHILADELPHIA



# 25,000,000 PENNIES!

Twenty-five million pennies in his machines and no prizes or payoffs to cut into the profits; that's the way Angelo Gavaras of Cleveland does business. Eight years of successful operation should be interesting news to the operators who are once again swinging the coin machine game back to the good old days before money had to come out of a machine to entice money in.

With a hundred different machines going every minute of every day, and with a count of eight or ten thousand pennies each day, to say nothing of nickels, Gavaras' experience should point an insistent finger to the new policy.

"My customers seldom complain," he says. "They enjoy playing the machines, just for the fun of playing. They are well satisfied with the tickets, which egg them on to make a better score than last time. I have more than made up for the few customers I have lost by not giving prizes nor payoffs. Because no one is trying to beat the machines, there are no headaches, legal or otherwise, no sore-heads, no anger-damages."

It's worth noting that these hundred machines at Jean's Funny House, the name of the Gavaras establishment, have enjoyed continued operation through months which have been difficult for the rest of Cleveland's operators. Legal troubles have not bothered Angelo Gavaras. He lends interested attention to the lawsuits and test cases, but does not have to wait anxiously for news from Lakeside Avenue.

This is not the only important thought to come from an interview. Many of the features of Jean's Funny House are worth the attention of other operators. For one thing, not all the machines are new. Many of them are the newest and latest types, but there are others whose popularity was established as far back as the first World's Fair, the Columbian Exposition of '93. Others have been originated later, but the total number of machines which have been in operation a score of years is surprising.

Half of the hundred machines are the old standbys, the friends which have stood by operators for a long, long time. Remember the Mutoscopes? The penny movie machines, with the slightly risqué themes? It is true that they have lost some of their popularity, now that movies are so common. Time was when these machines took in young fortunes. But the important thing is that they still do take in the pennies. The pictures have remained the same for many years, but the coin boxes in the machines are still filled with pennies.

Of course the fact that the Funny House is located in the midst of the bus terminals has something to do with it. A good bit of the clientele is transient. A good bit, but not all. The vast majority of players are old friends, people, men and women alike, who stop in at the Funny House whenever they have a half hour or an hour to spend downtown.

The cranes, diggers and rotary merchandisers are all new equipment. Not long ago Gavaras started removing all his old merchandise machines, even though they were

still in excellent condition and good for many hundreds of thousands of pennies still. He knew that new machines would make his place just that much more attractive and inviting.

"Cranes and diggers are the most popular machines," he declared. "Both the pennies and the nickels go into them rapidly. The machines are arranged so that every kind of player has a machine that pleases him."

That's probably the secret of his success. The needs and the desires of the customers have all been anticipated. That is why there are diggers which are difficult to beat, others which give many returns, still others where luck is the chief factor and a few where the highest degree of skill is necessary. On rotary machines this is especially noticeable. Many of them have steady customers, men and women who never touch any of the other machines, just working on one until they are sure they know how to make it do tricks.

One of the rotaries, particularly, is queer. On the revolving plate are no more than a dozen items. At first glance the machine seems to be empty, but second thought shows that this has been done deliberately. There are a select group of players, who enjoy playing a machine where skill is the only factor. The small number of items which can be pushed draws them like a magnet.

Next to the diggers in popularity comes the punching bag. Hardly a man who comes through the doors fails to take a crack at it. Often there are punching contests between two or more men, contests which go on for hours—and do their share toward piling up the pennies.

Besides the punching bags, the other old type machines which are still going strong are all well-known. You must remember the electrical voltage machine which gives a shock that is quite a nerve tester; the grip test; the window peep shows; the fortune telling machines of all types.

Eight years of operating the Funny House, the only Penny Arcade open the year 'round within hundreds of miles, has made it one of Cleveland's institutions. For a quarter of a century or more, this Penny Arcade has been going strong in the same location, but never as strong as it is today.

The venture, for Angelo Gavaras, has been profitable enough to take him out of the Hotel Business, his former work, for good. The hundred machines, including merchandise vendors in the front, phonographs, diggers, rotary machines, pin games, targets and the old standbys, keep Gavaras, two assistants, a mechanic and a cashier busy.

Even the phonographs are playing constantly. One of them is a new type machine, streamlined and finished in the modern manner. The other is one of the old Wurlitzers, so old no one cares to guess its age. But its tone is still there, its music still good. The peculiar music played in these old phonos helps give any Penny Arcade a sort of flavor. That is what this old Wurlitzer does for Jean's.

Beside the machines in his regular place,

(Continued on Page 44)

By  
Morry Janenbaum

41  
COIN  
MACHIN  
REVIEW



# KANSAS CITY

KANSAS AND MISSOURI



## News from the Heart of America

By B. K. ANDERSON

KANSAS CITY. (RC)—For the second straight year, because of very mild weather, Santa Claus found his sled and reindeer useless on his annual visit in Missouri-Kansas operator territory. But the merry holiday jingle in local coin boxes more than made up for this oversight on the weather man's part.

Although machine receipts, with a few exceptions, were reported below last year's holiday season, the majority of operators hereabouts have an optimistic outlook for 1938. True to form, many operators are holding back on the purchase of new equipment until after the Show. This, however, gives local distributors no cause for alarm, as it is a condition that exists every year at this time. And the general feeling among operators seems to be that there is a mild revolution, or perhaps a period of rapid improvement now taking place in the manufacture of new machines. They seem to feel that the Show will definitely prove, one way or the other, this belief commonly shared by many of them.

Probably the biggest news from this section is the sale of all equipment of the Westport Distributing Co. to the United Amusement Co. For the past few years this firm has been one of the most widely known coin machine operating and distributing companies in this section.

Westport's equipment was not the only Christmas present that Carl Hoel-

zel gave his United Amusement Co. Contracts have been let which will extend the shop of this company, via an addition to the new building, to three times its present floor space. Manufacture of small novelties will begin in the near future. His reason, in this instance, he said, was the tremendous enthusiasm which has greeted his initial manufacturing venture, "Skillo."

But the Christmas present which Hoelzel says he appreciates more than any other wasn't really a present but a sale. The story begins quite a while back and concerns a trailer which was used by Sam Mays in promotional and sales work for the Western Equipment Co. Mays sold Carl the trailer filled with machines and Carl placed it in the parking lot next to his new building. The machines were removed to United's showrooms, but the trailer was so large that a suitable storage place for it was hard to find.

In fact it became quite a problem until a sergeant from Fort Leavenworth, searching for a home on wheels, came across the trailer during the Christmas holidays, and bought it for cash. So another celebrity of the coin machine industry fades from the ranks.

Horoscope scales, which avalanched into Missouri Valley locations not so long ago, are holding up every claim that was made for them. And contrary to what was expected—namely, that they would appeal generally to women, but be of little attraction to men—the scales have more than their share of the sterner sex waiting their turn at honest weight and optimistic fortune.

Bowling game locations have also come into their own in the past few months. Their numbers have increased three-fold since last winter. Central Distributing Co. reports that they have placed on location and sold four carloads of Skee-Balls in the past four months.

Few are the operators in this vicinity who will drive to the Show. With the still-clear picture of the treacherous weather which greeted them in recent years at Show-time, almost without exception local operators will make the trip to the Windy City via rail. The Kansas-Missouri delegation includes practically the same names as last year's contingent.

A preview to the Show was held in

the showrooms of Central Distributing Co., January 7. The event was the first showing of the new Wurlitzer models. Messrs. R. F. Mason and T. C. Crummitt were assisted at the affair by O. F. Kramer, district representative of the Wurlitzer Co. Missouri and Kansas music operators not in attendance were few.

Sportland, a Richmond, Missouri, recreational center devoted entirely to coin machines, was erroneously reported in last month's issue of the COIN MACHINE REVIEW as being owned and operated by Charles Brown of Richmond. Brown does operate Sportland, but the equipment is owned by, and the project has as its active head, Carl Hoelzel. In the first month-and-a-half of its existence the business has been so successful that adjoining floor space has already been taken over, and one of Ray County's largest dance floors has been constructed within its walls.

Sportland now has the only seven-day-a-week dance in Ray County. Carl reports that Sunday, December 26, over one hundred couples took advantage of the new dance floor and visited Sportland. Big Apple and similar dance contests are arranged weekly and are proving a big drawing card for all of the equipment. Coupled with the fact that no liquor is sold on the premises, which, of course, keeps Sportland in a favorable light in the eyes of the community, Sportland gives every indication of a long-lived enjoyment of the success which has greeted its early career. Music for Sportland patrons is furnished by Rock-Ola Imperial Twenties.

If you're one of those operators who has been hearing the blues from your locations, how business is off 40 per cent from last year, and how Joe had to close his tavern because he couldn't pay his taxes, just remember you heard almost the same song last year. Its name is the "January Blues." Some enterprising phonograph record maker should set up a disc of it, and have some placed on the location's music box along next June. It ought to be good for a laugh. And it ought to be kept well in mind during the next few months that Spring will be rolling around one of these days, just like it always has before.

\* \* \*

The following notice appeared in a local paper: "Anybody found near my chicken house at night will be found there the next morning."

\* \* \*

"Does that Mrs. Gabber talk much?"

"Does she! You should have seen how sunburned her tongue was when she came back from her vacation!"

42

COIN  
MACHINE  
REVIEW

### POLICE PENCIL LIGHT DEAL INTRODUCTORY OFFER

Ten \$1.00 Police Pencil Lights, Mounted  
Beautifully on 800-Hole Display Board.  
Takes in at 3c a Sale.....\$24.00  
Pays out 40 Pkgs. Cig.

Your Cost.....\$ 4.25  
Can be had at 5c a Sale With Pay  
Out of 60 Pkgs. Cig.  
Takes in .....\$30.00

### SHOT GUN DEAL

Two Springfield or Iver-Johnson Shot Guns  
and 19 Other Prizes.  
Takes in at 5c a Sale.....\$120.00  
Your Cost.....\$ 36.00

### RIFLE DEAL

Two Marlin Rifles and 18 Other Prizes  
Takes in at 5c a Sale.....\$100.00  
Your Cost.....\$ 27.50

We Guarantee That Our Rifle and Shot Gun  
Deals Outsell Any on the Market, and May  
Be Returned for Refund Within 5 Days if  
Not Satisfied.

**U. S. MDSE. CO.**

10222 Superior Ave., CLEVELAND, OHIO.

## BARGAIN

17 CALVERT 5c CASHEW-PECAN NUT MACHINES,  
with beer reward attachment. Easy to place. Profit  
weekly about \$20. Going out of business reason for  
selling. Ask for Descriptive leaflet. Price \$9.25 each.  
Write

H. L. CHRISTENSEN, Cedar Falls, Ia.



# Announcing

**A COMPLETE NEW LINE  
OF COIN OPERATED  
MACHINES  
*including*  
THE LATEST IN VENDING  
AND MERCHANDISING  
EQUIPMENT**

THE ENTIRE LINE WILL BE  
DISPLAYED AT THE  
**COIN MACHINE SHOW**  
**HOTEL SHERMAN**  
JANUARY 17 - 20<sup>TH</sup>, 1938  
*Booths 9 - 10 - 11*

**A·B·T**  
**MANUFACTURING CO.,**  
715-723 NO. KEDZIE AVE., CHICAGO, ILL.

**CANDY MACHINES**



**APPLE VENDORS**



**HOROSCOPE SCALES**



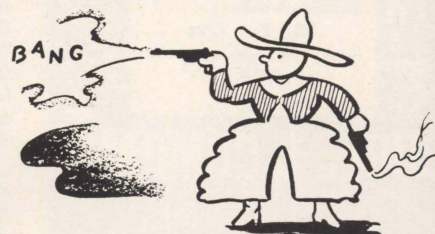
**COIN CHUTES *and***



**COIN  
DETECTORS**



**TARGET SKILLS**



**RAY-O-LITE  
RIFLE RANGES**





## 25,000,000 Pennies

(Continued from page 41)

he runs a number in neighboring restaurants and hotels.

Like most Penny Arcades, the walls are covered with interesting documents and relics, many of them genuine pieces from the days of the World War. All sorts of joke books, practical jokes, tricks and magical apparatus, are part of the stock. But it is the machines which do the business.

One interesting arrangement is the series of four machines of the pin game type which are set for pennies. The four are exactly alike, yet it is not an uncommon sight to see players moving in succession from one to the next to better their scores.

Worth noting also, is the scale in front. It is one of the coin-throw scales. After getting your weight, the coin falls into a platform with a knob outside. If you can throw the coin through a slot on the side, the weight is free. Many become adept at this, but the majority of the coins go into the scale cash box.

"My own experience," Angelo Gavaras sums up, "has shown that service is one of the most important features of coin machine operation. Because I have all the machines under constant supervision, the service cannot be bettered. The same is true of the machines I have outside, which are close to my place of business. They are so close a telephone call brings my mechanic in a few minutes. My customers, the location owners, and their customers, the ones who play the machines, know and appre-

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### COIN MACHINE REVIEW

1113 Venice Blvd. Los Angeles

ciate the fact that the machines are always in perfect order and never have to remain idle.

"I would not advise running old machines unless they are in perfect condition. Little by little I have been getting rid of all my old machines, long before they are unfit to continue running. Some of them are good for years to come, but they only remain on my floor as long as people will continue playing them.

"Even when the play is heavy I take out machines many times. Usually this brings requests for the old machine. If the requests are sufficiently numerous, I bring it back; if not, I replace it. I believe operators should not neglect the drawing qualities of the new machines. Many of them get out nickels and pennies that would never come in any other way.

"I would advise any new operator to study his machines, his location owners and his customers. One of the best ways is to hang around a location for several hours, without letting anyone know your identity. Watch the machine and listen to the comments. You will get tips and slants you could never get in any other way. No one knows machines so well as the people who play them.

"Don't let the receipts for the first few weeks scare you or make you too enthusiastic. One of two things usually happens. Often there is a heavy run of playing a new machine in the beginning, a run which will settle down to normal in a few weeks. Other times, there will be very few coins in the box. This need not worry you. It takes time to break in a new machine. Popularity is seldom won overnight. That is why a machine may be a loss in the beginning, but a profit later.

"Finally, I would repeat that payoffs and prizes do more harm than good. Beside the taxes and laws which are always a millstone around the neck of

this end of the coin machine business, there are the player reactions. In a few cases the machines will not draw at all without some sort of rewards. It is never too late to add prizes or pay offs after a machine is in operation, but it is always too late to take them back and declare the machine one for amusement only. In such cases it is almost always necessary to install a new machine.

"My experience is bound to be a little different from that of most operators, but essentially everything is the same. The Coin Machine Business is a flourishing one, and I look forward to machines which will make today's games seem as out-of-date as new machines make the jig-saws and movies seem.

"For interest, hours and freedom, nothing is better than coin machines. I am not sorry I left the hotel business, I am only sorry that I did not leave it sooner. Operating this Penny Arcade, my Funny House, is not work, but a real pleasure."

### European Distributors

named by Chicago Coin.

CHICAGO.—Announcement of the appointment of Scott, Adickes and Co., Ltd., of London, as European distributors for the Chicago Coin Machine Mfg Co. has been made by Sam Gensburg and Sam Wolberg, heads of the Chicago firm. Well known on the Continent, Scott, Adickes maintain offices in the principle cities of Europe and Australia, as well as in London.

Said officials of the British firm: "Because of the fine reputation of the Chicago Coin Machine Co., we are very much in favor of this new arrangement. The wide selection of outstanding novelty games is another reason why this relationship should be beneficial."

Both of the participating firms are highly enthusiastic about their new business connection, and feel confident that this is a big forward step in an arrangement that will prove mutually advantageous.

\* \* \*

Prisoner: Judge, I don't know what to do.

Judge: Why, how's that?

Prisoner: I swore to tell the truth but every time I try some lawyer objects.

44  
COIN  
MACHINE  
REVIEW

**NOVELTY  
MERCHANDISE**  
for  
**Vending Machines**

Dogs, Lions, Tigers,  
Penguins, Monkeys,  
Elephants, Shoes,  
Skulls, Horses' Heads,  
Dice and many others  
make up a selection.  
Priced at only  
**90c Per Box**  
plus postage, a gross  
in each box.

**BUREL & COMPANY**  
675-679 ORLEANS STREET  
CHICAGO, ILL.

## NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



W. W. WILCOX MFG. CO. CHICAGO

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size 3/4" x 2 1/2". Can have any lettering or numbering on plate within reason.

50 @ 7c each — Total \$ 3.50  
100 @ 5c each — Total 5.00  
250 @ 4c each — Total 10.00  
500 @ 3/2c each — Total 17.50

Write for Circular on  
**BRASS TRADE CHECKS**

Established 1872

**W. W. Wilcox Mfg. Co.**

564 W. Randolph St., Chicago, Ill.

### MAILING LISTS

Newly compiled lists of **OPERATORS**. Worth many times more than we ask.

1,500 Texas Operators .....	\$10.00
298 California Operators .....	2.00
154 Tennessee Operators .....	1.00
92 Louisiana Operators .....	1.00
108 Oklahoma Operators .....	1.00
112 Florida Operators .....	1.00
185 Mississippi Operators .....	1.25
102 Georgia Operators .....	1.00
171 Arkansas Operators .....	1.25
273 Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana .....	1.75
292 Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C. ....	2.00
130 Kentucky .....	1.00
200 Missouri .....	2.00

The above States total 3,617 names. This entire list may be had for \$17.50. Send remittance with your orders. Lists mailed within 48 hours after order received. Also Eastern lists may be had.

**SUPREME PRODUCTS CO.**

333 N. Michigan Ave.

Chicago, Ill.



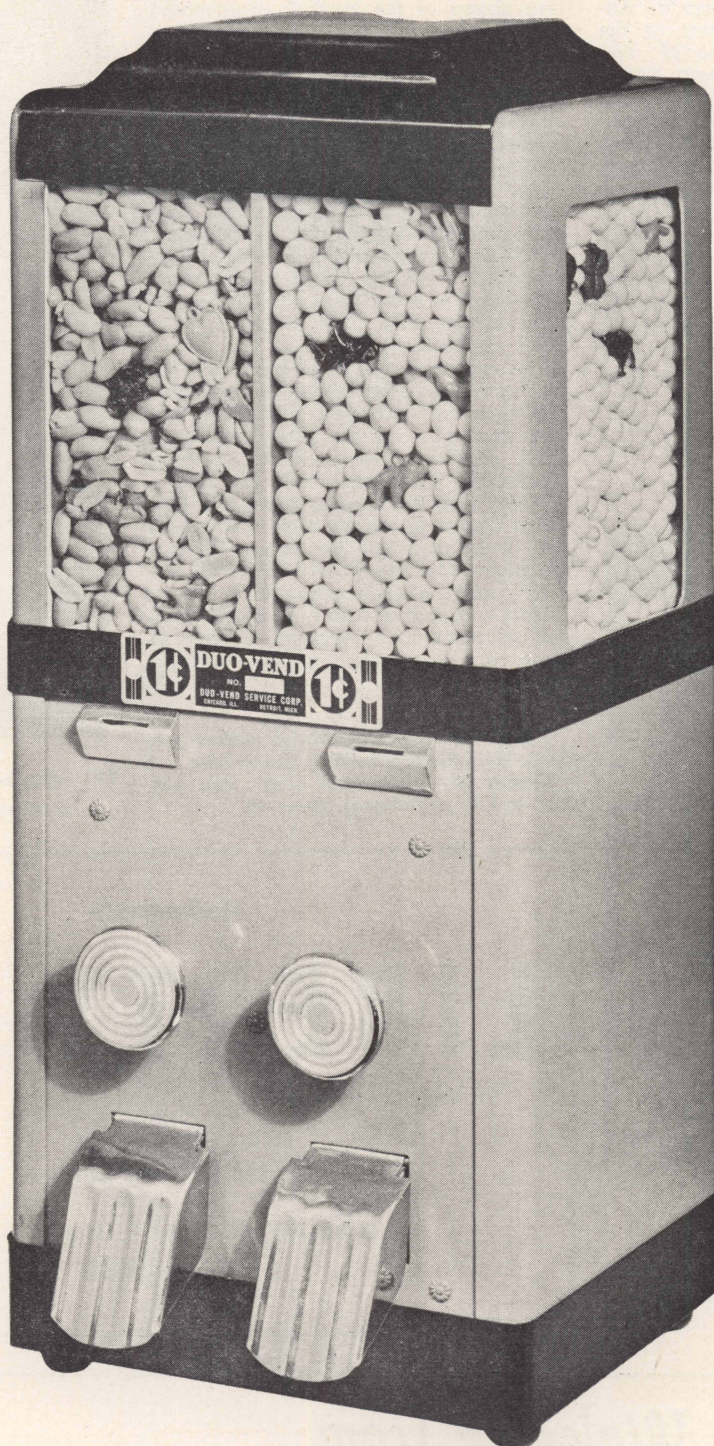
# "DUO-VEND"

## FASTEST MONEY MAKER OF THE YEAR

### Rich in Beauty

DUO-VEND has not only been designed properly for mechanical use but also is rich in Beauty to attract new customers for the successful operation of good merchandising — DUO-VEND was created by a master designer, who knows style and color value — DUO-VEND has eye appeal. It outclasses any other machine on the market.

Capacity 5 pounds each compartment, will vend nuts, candies and gum at operator's choice.



### Duo-Vend is Different

DUO-VEND is entirely different from any other vendor on the market. It will take as many as seven pennies and delivers merchandise just that many times. DUO-VEND is a real money maker. Read these figures: Peanuts cost 8c to 10c per lb., depending on locality; candies cost approximately 12c lb. Thru the DUO-VEND this merchandise sells from 60c to 80c per lb. When Charms are used operators set the DUO-VEND to vend at about \$1.00 per lb. Figure the Profits.

Steel construction thru-out. Finished in beautiful High Gloss Red with Black Trim.

## "DUO-VEND"

*America's Best Penny Merchandiser*

Actual size 18" high, 7" by 8"

**Rejects Tax Tokens**

## Duo-Vend Service Corporation

35 EAST WACKER DRIVE :: CHICAGO, ILL.

**45**  
COIN  
MACHINE  
REVIEW



# Chicago Night Clubs Welcome You!

Ten to fifteen thousand of you coinmen—manufacturers, distributors, jobbers and operators—will attend the Annual Coin Machine Convention at the Hotel Sherman January 17 to 20. You will be there to plan for next year's operating business. You will be there to consider the problems that confront the industry all the way across the nation, and you will study them seriously.

But too much seriousness isn't good. And the Coin Machine Convention is always a holiday for those who attend. During the day you are urged to get the most good out of the sessions and the displays. In the evening you will do yourself most good by relaxing, by taking it easy.

In the congenial atmosphere of Chicago's scintillating night-life, in sparkling shows at the leading night clubs, you will find ample rest and recreation to make your visit most enjoyable and one long-remembered, and enough life to carry you through another year of strenuous activity. Go back to work refreshed. Go back knowing you've "been around." Go back with tales of Chicago's hot-spots that will make other operators in your territory green with envy because they didn't visit them.

Offering the best in food and drinks, the choicest to be found in entertainment, you will find three clubs particularly outstanding: Club Alabam, Rose Bowl, and Liberty Inn.

The managements at all three of these places will do their utmost to make you feel at home—and you will! There's a fine treat in store for those who visit them. Plan now to go to one, or two, or all three while you are in Chicago.

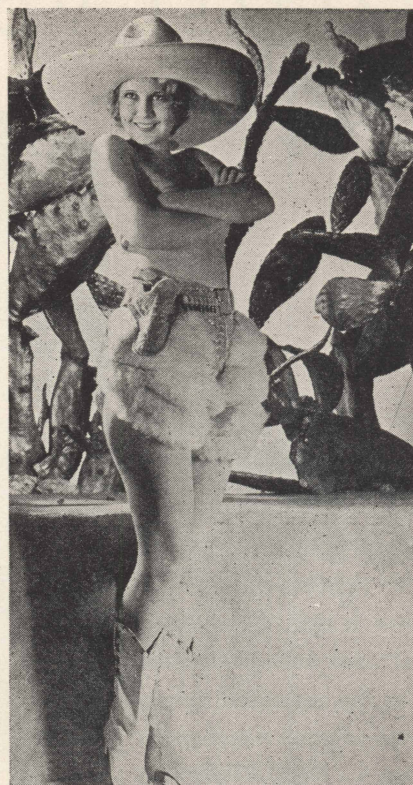
Make yourself known as a Coin Machine Operator; tell the man who meets you at the door that you learned about the place from the COIN MACHINE REVIEW, and the place is practically yours.

Here's your opportunity to avail yourself of something different. Here's to three very large evenings—and we'll be seeing you.

\* \* \*

Ethel: My new boy friend makes me tired. He's always talking about love.

Grace: My goodness! Can't you get him to DO something about it?



*This nifty beauty and dozens of others, will greet you at Chicago's nite spots.*

**WELCOME  
COIN MACHINE  
MEN!  
TONIGHT**

featuring  
**DIXIE PAINTER**  
Chicago's Favorite Singer

Jean - **RIDER SISTERS** - Loma  
Charming Dancers  
and many others

Music by  
"VOICES of RHYTHM"  
DE LUXE DINNER SERVED  
NO COVER OR MINIMUM  
CHARGE at any time!

**ROSE  
BOWL**  
865 RUSH  
DEL. 9727

McGovern's

**LIBERTY INN**

70 West Erie Street

Chicago, Ill.

**Don't Miss the Hottest Show in Town!**

**NEVER A DULL MOMENT**

Delaware 8999

*A Hearty Welcome from*

**Club Alabam**

747 RUSH ST., CHICAGO

**NO COVER**

**4 SHOWS ORCHESTRAS 4**

**NO MINIMUM**





# ES-KI-MO

# *Sensationally* **NEW**

ES-KI-MO

100 200 300

10 20 30 40 50 60 70 80 90

**REAL SPORT**

**100% SKILL**

**100% SAFE**

A REAL RIFLE  
REAL AMMUNITION  
100% AUTOMATIC  
NEEDS NO ATTENDANT

**FASCINATING TO MEN, WOMEN AND CHILDREN**  
OPENS UP NEW LOCATIONS! ♦ GUARANTEES YOU HOTTEST SPOT



# READ THESE PLAIN, STRAIGHT-SHOOTING

*Facts about*

# ES-KI-MO



ES-KI-MO makes *thrilling, real shooting* a foolproof, *automatic*, profitable game for every spot! Created by men who are experienced and thoroughly familiar with the needs and desires of operators and location owners.

ES-KI-MO is a beautiful machine, suitable for the most attractive locations. Requires no more room than ordinary pin ball game. Only 6½ ft. long, 30" wide, 72" high at front. Exterior finished in Chinese Red with chromium trim; or brilliant black with chromium. Striking Arctic scene effect in tunnel.

*Special*  
**AMMUNITION**

SPECIALLY DEVELOPED  
for **ES-KI-MO**

LOW VELOCITY • SMOKELESS

NOISELESS • ODORLESS

NO MUSS

## If you want to bag big game PROFITS

### *Enormous Player Appeal!*

Everybody likes to shoot. ES-KI-MO appeals to man, woman and child. Not only the vast number of hunters, trap and skeet shooters, but millions of others who have never had the opportunity before. ES-KI-MO meets the desire for a sporting contest of skill, where all can compete.

### *3 Shots for 5¢!*

Everybody can shoot ES-KI-MO. Shooting galleries everywhere attract crowds at 3 shots for a dime. ES-KI-MO offers the same sport for half!

### *Profits Galore!*

ES-KI-MO has been tested and proved for many months on location. The "take" will surprise you. Play is fast. It's a novelty. "Payouts" are unnecessary, although if desired, "payout" units can easily be attached.

### *100% Automatic!*

Deposit 5c and three rounds of special ammunition are vended; moving target starts; scores are recorded electrically. NO ATTENDANT IS NEEDED. Ammunition is smokeless, noiseless, odorless. Empty cartridges are disposed of through special arrangement. No empties on the floor.

### *100% Safe! 100% Skill!*

Gun cannot be removed; cannot be discharged in any direction except toward target in armored tunnel. Special rifle takes only special low-velocity ammunition.

### *Never Loses Appeal!*

ES-KI-MO will immediately secure you the best existing locations. It also opens new hot spots that would never consider other types of equipment. *And its appeal never wears out.* Shooting has been a pastime through the ages. Its popularity is constantly increasing...more hunters every year...rapidly growing skeet and gun clubs.

**DISTRIBUTORS:** Territories closing fast! Get in touch with us NOW!

## GEM CITY MACHINES, Incorporated

1231 East Third Street

DAYTON, OHIO

Telephone HEmlock 3867

SEE US AT BOOTHS 226-227 NACOMM SHOW



## Rock-Ola Head

gives view on 1938.

CHICAGO.—At this time of the year men of the coin machine industry are giving serious and concentrated thought to their business prospects for 1938. As we approach the opening of our national Coin Machine Show, operators and distributors are asking: "What's new for 1938? Can manufacturers give us machines that will continue to stimulate our business? Are there new machines to meet the changing territorial conditions and to open new markets?" My answer is "Yes."

The speaker is David C. Rockola, head of the firm which bears his name, and he continues: It is my sincere belief that the coin machine industry is established firmly in the roster of American occupations. It has found its level and serves a definite and dignified purpose in the whole scheme of this new "machine age." It is acknowledged as an essential and vigorous link in the lengthening chain of progress.

The plea of "Keep us supplied with equipment that the public likes, that attracts and holds them and steps up our profits" is again about to be answered. We are shouting the slogan "'38 will be great for Rock-Ola operators" in the firm conviction that we have exactly the machines operators and distributors are going to need to meet existing conditions—machines with eye-, ear- and play-appeal.

Experience, the great teacher, has equipped us with an inexhaustible fund of manufacturing and merchandising knowledge. We have the experience and the man-power to create equipment that will meet public favor. Our corps of researchers, engineers, and market analysts—that vital division of our business unseen and unheard until the physical results of their efforts are offered to the public—are constantly at work creating and developing equipment, improving the established machines which have won public acceptance, and producing new machines. The ideas of our creative men must remain hidden until they are tried and proved, hence the market may be potential until the distribution of the new machine and the promotional program are geared to meet public demand.

The pace is fast in our industry; the temperament of the amusement-seeking public is changeable and capricious. We pride ourselves upon our facilities and abilities to study public reaction and, with this information, to build the type of machines that will meet immediate public acceptance.

Soon we shall be at the Show where operators, distributors, manufacturers and others interested in the industry can meet and discuss mutual problems, see the new machines and perhaps actively begin our program for 1938 business. There will be many surprises in store for all of us. The tried and true favorites in vending machines, games and phonographs will be there, many of them with improvements to delight the heart of their staunch supporters. New automatic equipment, representing a complete departure from that already established, will offer untold possibilities for profit, perhaps in



David C. Rockola

markets already opened and in dormant markets just waiting to be stirred up to active participation.

There will be diversified display of every kind of coin machine imaginable—every type of machine to intrigue a fickle-minded public—that public which, in its practical every-day routine demands immediate, efficient service, such as a pack of cigarettes, a postage stamp, or a candy bar, and that public which seeks amusement in stimulating yet honest games and in wholesome, happy music.

In our organization we have an immense investment in men, materials and manufacturing facilities and none of it has been allowed to drift along without a definite purpose for the future. Naturally in a vast organization like ours, many of our ideas are kept in the experimental stage until such time as certain equipment will prove valuable to the operator, when we produce it.

Drawing upon our varied resources for the production of our new and improved amusement machines, we can say that throughout 1938 we are ready to give you out-of-the-ordinary, high-grade equipment that will attract a following at once and hold it, equipment that will prove money-makers for all of us.

If there is a slight recession in business, as some pessimists say, we in this industry do not feel it. We are placed in such a strategic position in the structure of business that we are not affected by the ups and downs of the economic balance. Neither during the so-called depression of 1929 did our industry suffer; rather, we grew. People did not give up their newspapers, they kept right on going to the movies and they generously patronized their favorite locations which offered them wholesome coin operated entertainment.

Therefore the future is most encouraging. No wiser investment could be made right now than in coin operated equipment. With the progress in manufacturing processes, with the highly specialized promotional organization and with a public eager for such equipment, the future is exceedingly bright and assuring.

"Flirting has put an end to a lot of good times."

"Yes, but it has started just as many."

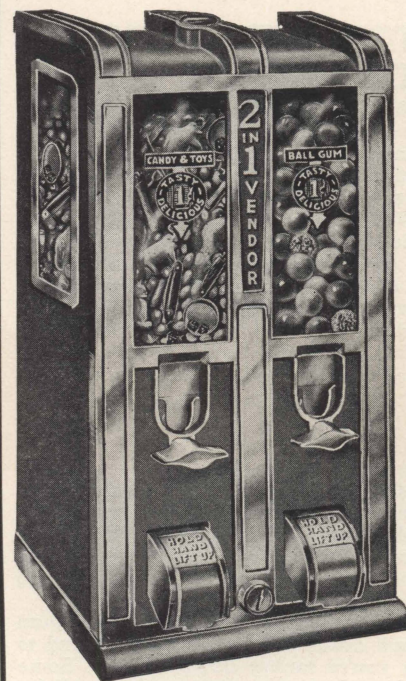
## TO OPERATORS

who want a

## STEADY INCOME

—we recommend a route of

## 2 IN 1 VENDORS



### Note These Important Features

1. Earns TWICE as much as a single column vendor.
2. CAPACITY: About 5 lbs. Nuts and Confections or 700 Balls of Gum in EACH Section. VENDS over 20 DIFFERENT ITEMS including Toys and Candies, Pistachio Nuts, Ball Gum, etc.
3. 100% Perfect Coin Mechanism. REJECTS MOST SLUGS & WASHERS.
4. Requires only 9 inches of counter space. Can be placed on floor stand or against wall.
5. Water-proof construction.

Write or Wire Today for  
New Low Prices

**O. ROBBINS & CO.**  
1141 De KALB Ave. — BROOKLYN, N.Y.

WRITE FOR PRICES OF OUR SMALL TOYS  
FOR VENDORS

49  
COIN  
MACHINE  
REVIEW



# SEATTLE



## KUTTING THE KORNERS WITH KARNOFSKY

New Year's resolutions are echoing all around us; and to show you that coinmen are only human, we are publishing some of their 1938 resolutions, given exclusively to the COIN MACHINE REVIEW.

Bud (One Above) Parr: Never to send his girl friend a collect wire asking her for a date, as a joke or otherwise, this year or any other year. (The last time Bud pulled this trick his face bore marks that looked suspiciously like the work of fingernails for days after.)

Operator Bill Roy: "I resolve to smile at least once a month." (Nice going, Bill. We knew you'd open up if we gave you a little time.)

Mac McFarland, ace mechanic of Western Distributors: To bag bigger and better ducks during the coming year. (Coin Row's duck-hungry citizens echo a solemn and fervent "Amen" to this one.)

Johnny Michael: Not to tell more than a half dozen tall yarns a day. (Glad to see you're toning down, Johnny. Some of those last year were awfully tall for a little fellow like you.)

Bill Staed of the Harmony Amusement Co., who can double for W. C. Fields any time he feels like it: "I resolve to try my damndest to reduce the redness of my nose for 1938." (Good idea, Bill; several people told us they mistook your schnozzola for a fire alarm box.)

Lou Wolcher: To stay away from blondes in 1938. (That's fine and dandy, Lou, but will the blondes stay away from you?)

Operator Ken Rader: "I promise to

give location owners the same speedy, efficient service that they received in 1937." (And that's as much as we can ask of any man, Ken; keep up the good work.)

Operator Porky Jacobs, the Northwest's ace comedian: To tell bigger, better and funnier jokes in 1938. (Don't make them too good, Porky; Jack Benny doesn't want to lose his job.)

Al Muir, manager of the Seattle branch of the American Record Corp. of Calif.: "I resolve not to work more than 14 hours a day in 1938." (Don't tell us you're getting soft, Al)

Operator Mickey Hannon of Anacortes: Not to visit all the night spots in Chicago when he goes back for the Show. (That's a safe one, Mickey; you visited them all last year.)

Operator Ray Swing: "The 'back-to-nature' and nudist movement is out for 1938," resolves Ray. (We're sorry to hear about this, as your 'back-to-nature' idea was just getting to a point where it was 'baring' some very interesting results.)

Your humble correspondent: "I resolve to give wider, more complete coverage on news items; to give the old 'personal' touch to jobber and operator alike, and to give every coinman a break in my columns in 1938." (And in return, boys—and girls, too—I'd appreciate your opening up with more personals and more happenings of the day, so that I can keep my resolution.)

The Northwest welcomes a newcomer to its coin machine field in the person of Joe Dunden, who purchased several hundred nut vendors and built himself a nice route. Joe was formerly in the sawdust business, and instead of the old standby "From rags to riches," it'll be from sawdust to nuts in Joe's case. Which all sounds kind of nutty to us, but Joe is making good in a big way, and that's all that counts in the long run.

H. B. Hoffman, remindful of the terrific ribbing he was subjected to when this writer revealed for the first time his first name, has cautioned his wife, all relatives, and even his employees to keep in strict confidence what his middle name is. However, a joke is a joke, and any joke can be carried too far. We've carried this one far enough, so we wish to notify H. B. and his friends that his middle name will not be revealed under any circumstances and we are calling off all sleuths from the trail. So, H. B. old boy, enjoy the

new year with a free and peaceful mind.

Six years ago a shy young lady received her start in the business world as office worker in Seattle's first coin machine jobbing center, Western Distributors, at that time under the ownership of Jack D. Roberts. The young lady progressed rapidly and was doing a fine, all-around job in helping Roberts gain a foothold in the jobbing business. Then along came Dan Cupid with a bowful of arrows and a mischievous grin. Dan took aim and the young miss was mortally wounded. She quit her job and got married, resigning herself to a domestic life, much to the keen regret of a host of operators who had grown to respect her ability and judgment. But the lure of the coin machine world was too great to resist. So a couple of weeks ago she threw off the mantle of "home girl," and donned the cloak of "career woman," and got her job back at Western Distributors, this time as office manager. The lady's name is Beulah Boyd, formerly Miss Baldwin. Scores of operators welcomed her back to her old stamping grounds. Asked how it felt to get back in the coin machine world after being out on the sidelines for several years, Mrs. Boyd exclaimed, ala Kenny Baker, "Gee, it's a thrill!"

Are any of you readers looking for a mechanic who can not only repair coin machines in expert fashion but who can also cook a delicious meal in expert style? If you are, then we recommend the services of Allan Rau, head mechanic of Western Distributors, who cooks the kind of meals that can keep any girl from "going home to mother." When Mac McFarland bagged that fine mess of duck, as was related in these columns last month, he called upon his buddy, Allan Rau, to do it up brown in a big duck dinner. And did he? Just ask any of those attending that dinner how many helpings they had!

So impressed with California was Bert Farmer, the well-known digger operator, that he is still telling his friends about his recent trip. Bert is lavish in his praise of the fine way California operators are putting across automatic music and thinks the Northwest music ops could learn a thing or two from their southern neighbors. Bert is lavish in his praise of California night spots. He made the rounds of all the top-notch places in Los Angeles, thanks to the tips offered by the COIN MACHINE REVIEW'S staff.

**Jottings** . . . H. B. Hoffman spikes rumors that he is going into the popcorn and peanut business. "I was just passing around samples of the popcorn from Popmatic," explains H. B. . . . Another coinman who likes popcorn is Lou Wolcher, but we hear that he likes his only when it comes by the bushel and with a popcorn party thrown in . . . How about it, Lou? . . .

The supremacy of Sybil Stark's gorgeous smile which is one of the highlights of Coin Row is being seriously threatened by Beulah Boyd, who sends a dazzling look in your direction when you walk in . . .

After being located 15 years in the Bay Building, Seattle, the Thomas Gum Co., merchandise operators, recently moved to more spacious quarters. The company also has a branch office in

(See SEATTLE, page 62)

## SOMETHING NEW!

A LOW PRICED 5c APPLE VENDOR

Your opportunity to earn a **Steady** life-time income! Exclusive territory now being allotted to operators!

WRITE OR WIRE TODAY

## D. ROBBINS & CO.

1141 De Kalb Ave. Brooklyn, N. Y.



Published by  
VIKING SPECIALTY CO.  
530 Golden Gate Ave.  
San Francisco  
California

# THE VIKING NEWS

Published in the interest  
of the Distribution and  
Operation of Coin-  
Operated Services.

No. 1

San Francisco, California ☆☆☆☆

January, 1938

## Viking Sends New Year Greetings To You

and presents to you this  
first issue of the

### "VIKING NEWS"

#### MESSAGE TO

#### REVIEW READERS AND VIKING CUSTOMERS:

This first issue of the VIKING NEWS comes to you as part of the COIN MACHINE REVIEW, if you are a REVIEW subscriber, or as an enclosure in the package containing goods you ordered from the VIKING SPECIALTY COMPANY.

The purpose of the VIKING NEWS is to bring distantly located operators into closer contact with their jobber. We aim to bring to your attention new machines, new merchandise, and new operating ideas, as well as to offer guidance and advice to newcomers in the operating field. It is our purpose to give the operator the "dope" that he seldom finds in the columns of the trade journals, the "dope" that only a long established and experienced jobbing house possesses and obtains through constant discussions with operators of operating problems, methods, and new ideas.

Operators in or near our distributing points are invited to discuss personally their fortunes or misfortunes, troubles and ideas, with our two competent henchmen, W. Mervyn Mills at 1356 West Washington Boulevard, Los Angeles, and Dick Tyrrell, 530 Golden Gate Avenue, San Francisco.

Operators in other sections, other states, and other countries, are invited to write the Editor, Einar Wilslev, at 530 Golden Gate Avenue, San Francisco, California. Every letter will be appreciated greatly. If you have met with success, let us hear about it; if you have met failure, perhaps we can help you. If you have created a new operating plan that makes you more money, let us print it in the VIKING NEWS so your brother operators elsewhere may also prosper. The Vending Machine Industry turned a new leaf during 1937, but real development of its many possibilities is still ahead of us. STICK TO THE VENDING MACHINE BUSINESS.

To make the VIKING NEWS a success, we depend on you, Mr. Operator—your co-operation and your patronage.

Personally, and on behalf of the VIKING Organization, I extend to everyone connected with the Vending Machine Industry our sincerest wishes for a Happy and Prosperous New Year.

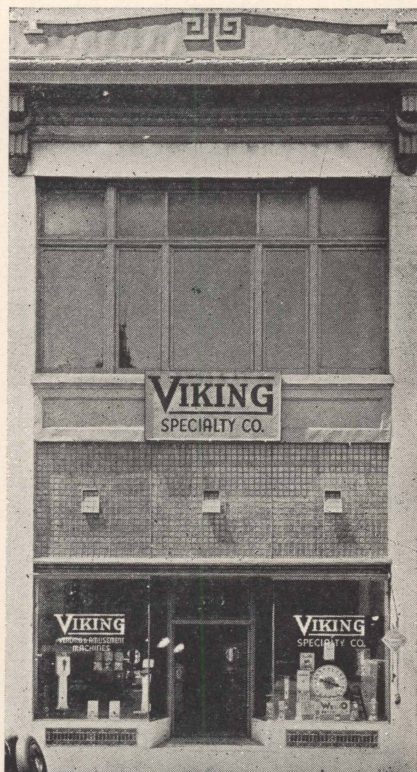
Cordially yours,

EINAR WILSLEV.

530 Golden Gate Avenue  
San Francisco, California  
January 2, 1938

5  
COIN  
MACHINE  
REVIEW





## THE VIKING NEWS

Published for Operators by  
**VIKING SPECIALTY COMPANY**  
 530 Golden Gate Avenue  
 SAN FRANCISCO, CALIFORNIA

Editor and Publisher

EINAR WILSLEV

Associate Editors

DICK TYRRELL      W. MERVYN MILLS

Circulation Manager

VIRGINIA ZAPPA

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Non-subscribers may obtain a copy by written request to Miss Virginia Zappa, Circulation Manager. CIRCULATION: 5000 Copies Monthly.

We take subscriptions to all COIN MACHINE TRADE PAPERS—Send your Subscription to Us and we will include VIKING NEWS free of charge, mailing it to you as soon as it is off the press.

# NORTH EAST WEST SOUTH

U-NEED-A-PAK PRODUCTS CORPORATION of Brooklyn, New York, expect very shortly to announce a 5-cent Candy Vendor. One of the first machines to be finished will be shipped to Pacific Coast Distributors, the VIKING SPECIALTY COMPANY, where operators may inspect it. The U-NEED-A-PAK Cigarette Machines have the most efficient mechanism yet produced. Built on the same principles, their new candy vendor promises to fill a long-felt need in the candy vending field.

The African Negro has a sweet tooth. Samples of their favorite candies were sent the VIKING COMPANY by an operator in Mombasa, East Africa. Two hundred penny machines are wanted immediately.

GROETCHEN TOOL COMPANY of Chicago has hit the nail on the head. VIKING will be glad to demonstrate GROETCHEN'S new COLUMBIA BELL with

back-door payout. The location keeps the key for the secret door which gives access to the winnings.

A Post-office Sub-station has been opened immediately next door to the VIKING SPECIALTY COMPANY's headquarters in San Francisco. Mail trucks stop for collections nine times every day, insuring prompt dispatch of VIKING letters and packages.

PISTACHIO NUTS remain scarce and prices firm. The quality of remaining stocks is exceptionally good. The demand is brisk. Prices may continue to advance for a few weeks yet. The Afghanistan crop is harvested and supplies are expected in the United States at the end of January. The Afghanistan pistachios are smaller in size, and will be available at considerably lower prices than are now being asked for present stocks. Write VIKING, 530 Golden Gate Avenue, San Francisco, for prices.

## Korn Parchies

THE FASTEST SELLING SALTED CONFECTION FOR VENDORS

27c PER POUND

*Free Delivery Anywhere On Orders of 20 Pounds or More*

### KORN PARCHIES

being new, will help you cash in on some new locations that you could not otherwise get.

### OPERATORS

report many machines empty out in a few days' time

## PROFITS

One pound of KORN PARCHIES contains between 1,700 and 1,800 pieces. Vending 15 pieces of KORN PARCHIES (which is quite a nice portion) for a penny, one pound will bring back approximately \$1.20. Deduct 25% commission to the location and 27 cents cost of the Korn, and you have a net profit of 68 cents per pound.

OVER 250% PROFIT ON YOUR COST

## VIKING SPECIALTY CO.

530 Golden Gate Avenue

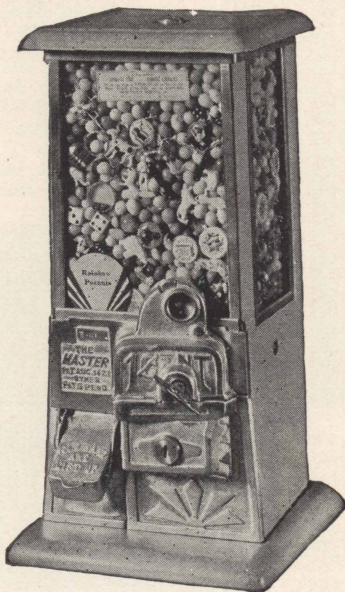
San Francisco, Calif.





## "MASTER" CHARM and CANDY VENDOR

The  
Most  
Successful  
and  
Profitable  
Penny  
Vendor  
ever  
made  
—  
"You'll  
never be  
happy 'til  
you operate  
MASTERS"



### (A Sensational Penny Getter)

Vends Candy, Toys, Novelties, Charms, and Bracelets for 1c. Operator's net profit averages \$2.50 for each filling. Many "MASTERS" empty twice weekly.

NOBODY can resist these charms!

The "Charm Bracelet" fad began in Hollywood and is fast spreading out over the entire Nation. Department Stores and Jewelry Shops sell these charms at fancy prices; that's why at a Penny a Play the Public empties "MASTER" Machines day in and day out.

"MASTER" Vendors hold 8 lbs. candy coated peanuts and an assortment of Toys, Novelties and Charms consisting of from 250 to 300 pieces.

### INTRODUCTORY OFFER!

One Master Vendor (aluminum cabinet, cylinder lock on cash box, padlock on top) completely filled with candy and charms. **\$11.25**

Deluxe Porcelain cabinet with cylinder locks both top and cash box—75c extra.

**"MASTER"** is the original and best Toy Vendor. BEWARE of inferior IMITATIONS.

## CHARMS

YOU don't like Lead Toys . . .

WE don't like Lead Toys . . .

Why FORCE them on your customers?

FOR BETTER BUSINESS  
USE THE NEW

### VIKING CHARM PAK

No Lead — No Buttons — No Whistles

150 Pieces

ALL HIGRADE CHARMS

(good assortment of varieties)

for only

**ONE DOLLAR**

You will like the new

### VIKING PEE WEE CHARM PAK

55 cents each (5 for \$2.50)

All higrade *small size* charms carefully checked to insure perfect vending through NORTHWESTERN, SILVER KING, UNIVERSAL, FOUR-IN-ONE, and any other vendor requiring small sized charms.

Send 55 cents in Stamps for Sample Pak

SPECIAL "MECHANICAL FINGERS" TOOL, for arranging neat displays of Charms in your Vendors.....75c Each, Postpaid

## NOTICE:

We keep changing our Charm Paks constantly. New charms are added frequently, sometimes several times a week. When you use VIKING Charm Paks you will always have something new.

## VIKING SPECIALTY COMPANY

(LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST)

EINAR WILSLEV, Owner & Manager

References: Dun-Bradstreet

530 Golden Gate Avenue  
SAN FRANCISCO, CALIFORNIA

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## VIKING

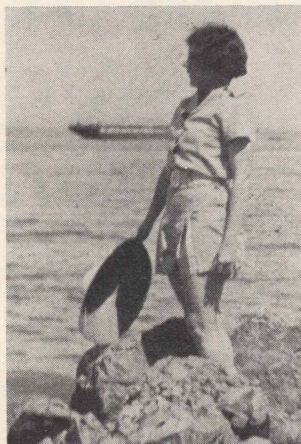
represents these  
manufacturers:

- **U-NEED-A-PAK PRODUCTS CORPORATION**  
4 to 12 column Cigarette Vendors, Chewing Gum and Mint Vendors, 5-cent Candy Vendors
- **COLUMBUS VENDING COMPANY**  
Peanut Vendors  
Pistachio Nut Vendors  
Match Vendors
- **NORRIS MFG. COMPANY**  
"Master" Vendors  
Especially adapted for Toys and Novelties
- **GROETCHEN TOOL COMPANY**  
"Columbia" Bells  
Counter Games
- **ZENOBIA COMPANY**  
Importers and Packers of Pistachio Nuts
- **AUTOMAT GAMES COMPANY**  
"Silver King" Penny Vendors
- **NORTHWESTERN CORPORATION**  
DeLuxe Merchandisers
- **VICTOR VENDING CORPORATION**  
"Universal" Penny Vendors
- **FIELDING MFG. COMPANY**  
"Tom Thumb" Miniature Penny Vendors
- **HILL BILLY KORN PRODUCTS COMPANY**  
Korn Parchies
- **TICE MFG. COMPANY**  
Coin Counters
- **M. BRODIE COMPANY**  
"Spel-A-Gram" and "HI-LOW" Toy Packs
- **PACIFIC AMUSEMENT MFG. COMPANY**  
"Pacific Gum Merchant" Premium Stick Gum Vendor

The Products of above manufacturers are carried in stock at all times. We also stock the following supplies:

- Collection Books
- Record Sheets
- Coin Wrappers
- Coin Counters
- Key Rings—all sizes
- Glass Globes—all kinds
- Wall Brackets
- Floor Stands
- WRIGLEY Chewing Gum
- ADAMS Chewing Gum
- Olympic Stick Gum
- Life Savers
- Confections
- Nuts
- Charms and Toys
- and
- Everything Else That the Operator Uses

## Our Mailbox — COMMENT — Pictures



ANGELA WILLIAMS does other things beside just looking good. She swims, she rides, she shoots, she cooks, she sews, and she operates.

Just recently she picked up ten Columbus Vendors at VIKING's. Exactly 55 minutes after driving

away she returned to place an order for ten more, to be ready for her the next day. She had placed the first ten in less than 55 minutes! Angela will be glad to tell anyone just how she did it. Just write to Miss Angela Williams, care of VIKING NEWS, 530 Golden Gate Avenue, San Francisco.

P.S.: Angela says you should enclose a snapshot of yourself.



One of the most distinguished visitors at VIKING's during 1937 was CHARLES "SHELL" SHELLEY, from Sidney, New South Wales. "Shell" is one of Australia's foremost jobbers and operators.

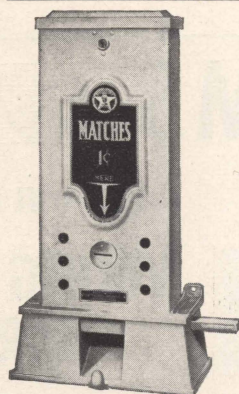
While "Shell" was having a good time in the good old U.S.A., Mrs. Shelley attended the Coronation in London. "Shell" spent considerable time with Groetchen in Chicago and with VIKING in San Francisco. The picture shows "Shell" on the left, Einar Wilslev on the right, and it was snapped under windblown eucalyptus trees (natives of "Shell's" homeland) atop Telegraph Hill in San Francisco.

"Shell" is now operating a large string of "Columbia" Bells in Australia.

Dear Editor:

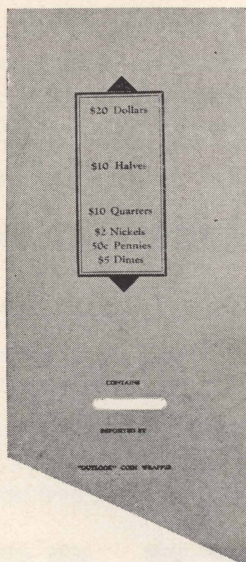
"Can you supply vending machines to vend one dozen eggs in a carton, at different prices?"

R. E. Hanson,  
California.



### Match Vendor

Model "36" — made with an adjustable mechanism, adaptable for vending either regular box matches or book matches. Beautifully finished in light green lacquer with attractive light blue label. It's an asset to any type location. Each machine has bracket attachment on back.



### No. 84

"Outlook" Coin  
Wrappers for —  
all size coins

**\$1.00**

per thousand  
Postpaid

Send 3c stamps for  
samples of this and  
other coin wrappers, etc.

### GUMMED LABELS

like these  
are needed by all

Vending Machine  
Operators

### BILLY MATTHEWS

6-6400  
7-1765J

93 S. Second St., Memphis, Tenn.

### Eaton Vending Co.

For Information  
or Service Call

**SUNNYVALE 124**

263 S. Mathilda Ave.  
Sunnyvale, California

### No. 76 GUMMED LABELS

for Vending Machines

1000 Labels.....	\$2.00
2000 Labels.....	3.50
3000 Labels.....	5.00
5000 Labels.....	7.00
10000 Labels.....	10.00

**We Pay the  
Postage!**

Full Payment Must  
Accompany Your Order

## VIKING SPECIALTY CO.

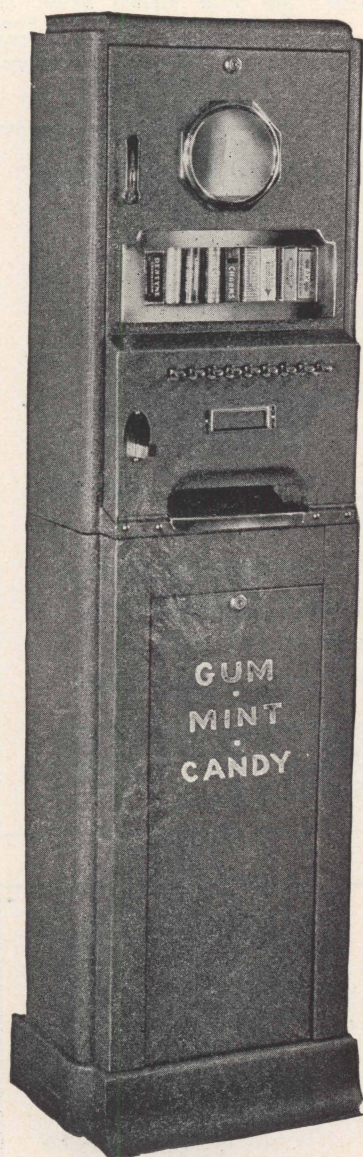
530 Golden Gate Avenue

San Francisco, Calif.



# U-NEED-A-PAK

## VENDING MACHINES



NINE COLUMN GUM &amp; MINTS

### CIGARETTE MACHINES

12-9-8-6-5 and 4

COLUMNS

to vend all standard brands at 10c and 15c

or

equipped with change-maker to vend cigarettes at any price from 15c to 20c

### GUM AND MINT VENDOR

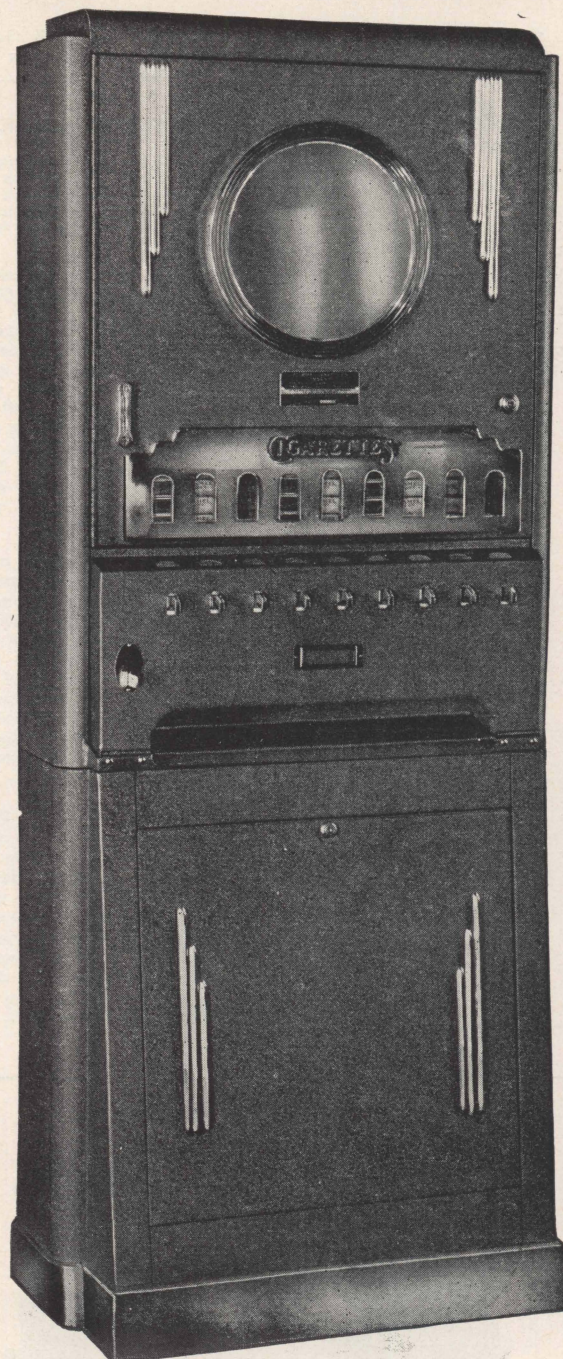
to vend standard 5c packages of

WRIGLEY GUM

DENTYNE

LIFE SAVERS

### U-NEED-A-PAK MACHINES

ARE  
QUALITY  
THROUGHOUT

NINE COLUMN CIGARETTE VENDOR

WE SUPPLY  
GUM and LIFE SAVERS  
at 57c PER BOX

Southern California Operators are welcome to inspect the U-NEED-A-PAK at the display room of our representative

**MILLS-VIKING COMPANY**

1356 West Washington Blvd.

Los Angeles, Calif.

## VIKING SPECIALTY COMPANY

EINAR WILSLEV, Manager

References: Dun-Bradstreet

530 Golden Gate Avenue  
SAN FRANCISCO, CALIFORNIA

55  
COIN  
MACHIN  
REVIEW



## THIS WILL MAKE YOU MONEY

By DICK TYRRELL

To Larry Hagler, President of the Western Vending Machine Operators' Association, Los Angeles, credit is due for reviving the Spotted Ball Gum business. On the average location, sales through this plan are greater than any other type of vending at present. Here's how it works: Using a MASTER vendor for example, fill with 1000 balls of gum and 80 Spotted Gum Balls. A label is placed conspicuously on front of machine stating that each Spotted Ball receives a free 5-cent candy bar. We supply the labels. Here is a cost breakdown:

Sale of 1080 Gum Balls.....\$10.80  
 Redeeming Spotted Balls  
 at 5-cents each (to pay  
 for candy bars given  
 out by location)..... 4.00

leaves \$ 6.80

After redeeming Spotted  
 Balls, pay location 10  
 percent of money left in  
 machine ..... .68

leaving \$ 6.12

### SPOTTED PRIZE BALL GUM

30c per box of 100 pieces  
 4 boxes—\$1.00

(add 10c per order for  
 postage.)

Read Dick Tyrrell's article  
 above, "This will make you  
 money."

Cost of 1000 Ball Gum  
 at 12-cents per box of  
 100 Balls..... 1.20

Net Profit to operator.....\$ 4.92

The reader will note that out of every dollar his machine takes in 49-cents is his net profit. Our experience so far leads us strongly to recommend the following.

1. Use at least 8 Spotted Balls to each 100 regular Gum Balls.

2. Place **all** Spotted Balls against glass of your machine with exception of 2 or 3 balls placed in vending wheel so first customers will receive them. Remember that each customer who receives a 5-cent candy bar for ONE CENT will advertise it to the skies and automatically make your machine very popular.

3. Be sure to point out to the merchant that he is making two profits: The profit from the sale of 80 candy bars which he ordinarily wouldn't have sold and the 10 percent you pay him. We actually know of over 300 machines with the Spotted Ball Gum that are on location on the plan outlined above. Stick to this plan for profits and satisfaction.

4. Above all do not permit the Spotted Balls to be redeemed for cash. This makes the machine a gambling device and permits the police to confiscate and destroy it. Give candy bars, ice cream cones, 5-cent bags of popcorn, shoe shines, glasses of beer, or any other merchandise for the Spotted Balls, but **never** cash.

5. Some operators will try to reduce the number of Spotted Balls to less than 8 per 100 regular balls. This is folly, as sales will immediately drop off. The more winners you have, the more customers you'll have—so play fair—put in **at least** 8 Spotted Balls per 100 regular balls of gum.

The cost of the Spotted Gum is not figured as an expense be-

cause the operator puts the same Spotted Balls back into the machine each time he refills it. Spotted Gum Balls cost 30-cents per box of 100 balls—4 boxes \$1. Any questions you have regarding the Spotted Gum Ball business will be answered promptly, just write **VIKING NEWS, 530 Golden Gate Avenue, San Francisco**, or **MILLS-VIKING COMPANY, 1356 West Washington Boulevard, Los Angeles**.

### HIGHEST QUALITY BALL GUM



Each box contains 100 balls of gum, assorted colors and flavors.

PRICE: \$6.00 Per Carton of 50 Boxes

FULL FREIGHT PREPAID

on orders for two or more cartons.

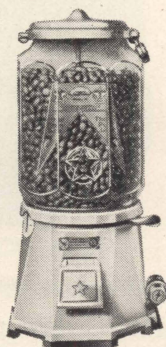
FULL PAYMENT MUST ACCOMPANY ORDERS

## VIKING SPECIALTY CO.

San Francisco, Calif.



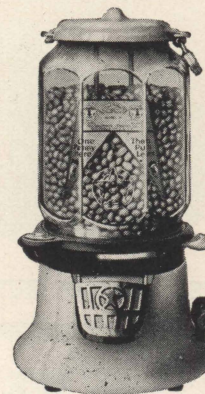
No. 16



No. 17



No. 19



No. 21

For prices and details of these **VENDORS** write  
**VIKING** - - -

530 Golden Gate Ave.  
 SAN FRANCISCO



**VIKING**  
**NOW**  
 is the **EXCLUSIVE**  
**DISTRIBUTOR**  
 of  
**SILVER KING**  
**PENNY**  
**VENDORS**

Orders now being accepted for new  
**PORCELAIN FINISH** in these  
 attractive colors:

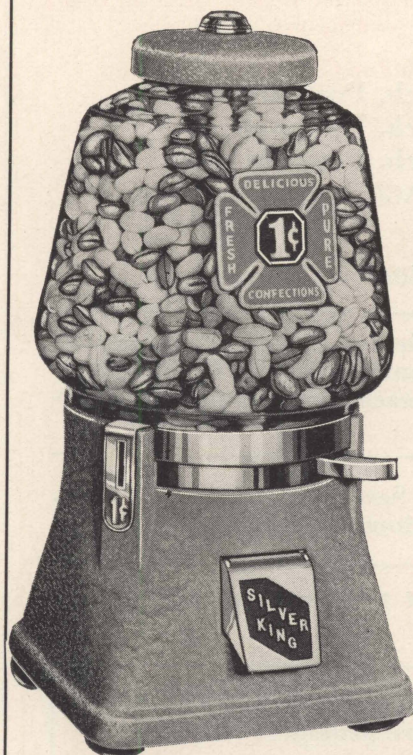
TURQUOISE BLUE

JADE GREEN

TANGERINE RED

CANARY YELLOW

SILVER CHROME



Chinese Red  
 Enamel Price

**\$6.50**

Porcelain  
 \$1.00 Extra  
 (Quantity Price)

Send for Detailed Circular

**VIKING**  
**SPECIALTY COMPANY**  
 530 Golden Gate Ave.  
 San Francisco

**HELPFUL HINTS**  
**Gambero Clips**  
**Northwestern Brushes**

H. E. Gambero of San Francisco tells us that in vending charms through his many Northwestern Deluxe vendors he has much better results after he has cut off the second row of wire brushes. He states that he cuts them off completely thereby preventing nuts, toys, and candy from working up between the brushes. When the brushes become clogged with merchandise and toys they become too stiff for proper vending. Cutting the second row of brushes prevents clogging and while an extra nut or two may slip by, the machine will not lose business by being out of order.

**Thoughts While**  
**Operating**

The old type of Toy Pack containing lead toys gives your customer a high grade charm once in 10 pennies. The New VIKING CHARM PAKS gives your customer a HI-GRADE charm every 3rd or 4th penny. Some difference!!

**Operator Freshens**  
**Pistachio Nuts**

To Lee Ingham of Monterey goes the highly prized tin salad fork for originating a method of freshening Pistachio Nuts. Lee says he spreads them out thinly in a wide cardboard box and sets the box on the steam radiator. Frequent tasting will designate when the nuts have reached their prime condition. Send your vote of thanks to Lee care of the VIKING NEWS.

**Lyons Uses Water Bottle**

When loading candy and VIKING charm paks into R. D. Lyons car the other day we noticed a catsup bottle with a fan sprinkler in the neck. This bottle was hanging by a string from the back of the front seat. Lyons says this device filled with water is his choice for use in cleaning his MASTER vendors. It is identical to one the wife uses at home to sprinkle the clothes before she irons them. (We wonder if Mrs. Lyons can find hers?)

**Are Your MASTERS**  
**Timed Right?**

Collections from Master vendors will fall if they are not timed correctly. It is simple. Each time the coin mechanism is removed, swing the vendor wheel around until you see a small vertical ridge on the casting. Place this ridge exactly over the small notch in the tin bottom plate. Then without moving the vendor wheel replace the coin mechanism. If a Master vendor is not in exact timing, merchandise from more than one section of the wheel can be secured for one penny. In vending ball gum on the Spotted Ball Gum merchandising plan it is very important that your MASTERS be timed right. An off-time machine will fail to deliver a ball regularly. If you have any questions regarding the timing of your MASTERS, just write the VIKING NEWS. We're in business to help you make money. Please feel free to call on us at any time.

**USED**  
**CIGARETTE VENDORS**

We can supply INTERNATIONAL and ROTOMATIC four column Cigarette Vendors in good condition.

There are hundreds of these machines on location in Los Angeles and San Francisco. They are especially suitable for small restaurants, clubs, service stations, garages, halls, barbecue stands, etc.

**\$7.50 each**

**\$6.50 each in lots of 10**

**USED SCALES**

**IDEALS - ROYALS**  
**PACES - and others**

**\$25.00 each**

*Cash and Carry*

*Many other Bargains in*  
*Good Used Equipment*

**VIKING SPECIALTY CO.**

530 Golden Gate Avenue  
 San Francisco

**CANDIES**  
**FOR VENDING**  
**MACHINES**

**SPECIAL 50 LB.**  
**SAMPLE PACK**

8 1/3 lbs. Lemon and Vanilla Beans

8 1/3 lbs. Lime Beans (green)

8 1/3 lbs. Rainbow Peanuts (assorted colors)

8 1/3 lbs. "Autumn Leaves" Mix (red and brown)

8 1/3 lbs. Nigger Beans

8 1/3 lbs. Licorice Buckshot

**PRICE \$6.50**

f.o.b. San Francisco

Full Payment with Order

**PROMPT SHIPMENT**

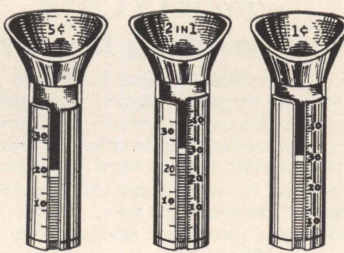
**VIKING**

530 Golden Gate Avenue  
 San Francisco

**57**  
 COIN  
 MACHINE  
 REVIEW



# VIKING'S "EASY"



# COIN COUNTERS

*Made in Three Sizes:*

PENNIES ONLY.....\$1.00 Postpaid

NICKELS ONLY .....\$1.00 Postpaid

COMBINATION PENNIES and NICKELS.....\$1.50 Postpaid

*These are STRONG and DURABLE Counters, Made Entirely in ONE PIECE  
—All Aluminum—No Bottoms to Drop Out*

*No Mix-up  
No Disorder  
No Loss*

## KEY RINGS

*Manufactured Exclusively by Us and for the Operator*

*No Cursing  
No Delay  
No Trouble*

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

- No. 1-R (will hold up to 40 keys)—25c each, Postpaid
- No. 5-R (will hold up to 100 keys)—35c each, Postpaid
- No. 10-R (will hold up to 150 keys)—50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE

*(U. S. Postage Stamps Accepted)*

***Full Satisfaction Absolutely Guaranteed!***

## COIN WRAPPERS

Tubular or Flat — \$1.00 per thousand, postpaid. Pennies, Nickels, Dimes, Quarters, Halves—each denomination a different color.

## COLLECTION BOOKS

All purposes. Seven (7c) cents per book, postpaid. Minimum order, ten books.

**PLEASE Send Full Payment With Order and Don't Forget to Give Us Your Name and Address**

POSTAGE STAMPS  
or  
YOUR PERSONAL CHECK  
*Will Be*  
ACCEPTED

LOS ANGELES OPERATORS  
will receive prompt service from  
**MILLS-VIKING CO.**  
1356 West Washington Blvd.  
Los Angeles

## VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE

SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, *Owner and Manager*

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

**58**

COIN  
MACHINE  
REVIEW



## Calcutt Advisor for New York World's Fair.

FAYETTEVILLE, N. C.—"Joseph Calcutt, president of the Vending Machine Co., and for many years a business leader in Fayetteville and this section of the state, received notice today from Winthrop W. Aldridge, chairman of the World's Fair advisory committee, of his selection as a member of the committee from North Carolina.

"Mr. Calcutt will serve on the advisory committee from North Carolina of which Robert M. Hames, president of the Wachovia Bank and Trust Co., Winston-Salem, is the chairman. Plans are already under way to open the great World's Fair in New York City in 1939 and it will run for at least all of the year. The entire organization is headed by Grover W. Whalen, president, and former Police Commissioner of New York City."

Thus, the last week in December, was the announcement made public in the daily press, of the first honor of its kind to be accorded a coinman. It is believed that the industry will benefit from his selection to the important post, and that the state of North Carolina will benefit tremendously from the extensive business experience and contacts maintained by Calcutt throughout the world.

Calcutt will work in close cooperation with Grover M. Whalen, former police commissioner and official greeter for the City of New York and at present chairman of the World's Fair Committee. It is anticipated that many of North Carolina's exhibits will be in his charge, and that Calcutt will gather them together as a unit for the most effective display on the site his state has reserved. It is also expected that he will lend his years of experience in such display matters to the general committee to the end of coordinating exhibits.

Calcutt has been considered for many years the "world's largest coin machine distributor." His firm is internationally known.

## Ranel Activity

precedes Show rush.

CHICAGO.—With eyes set on the annual Coin Machine Show, due to open within a few days at the Hotel Sherman, activity at Ranel, Inc., has reached a peak that will, according to anticipations, send the volume of sales scurrying to unprecedented heights during the coming months of 1938.

The makers of U-Pop-It, automatic corn-popping merchandiser, report country-wide acceptance of the machine on the part of operator, location owner and patron of the machine alike, each happy with the results: the operator and location owner with their profits, the patron with his bag of tasty corn.

Prompt shipments have been greeted by eager operators with hearty approval, and Ranel officials report that shipments will continue to be made steadily, despite the expected surge of new orders accruing at the Show. To meet the prospective demand production is being stepped up daily, they declare.



N. L. Nelson, head of Rock-Ola Games Department. An operator recently said of him: "Nels is a first-class manager and a fine salesman, but he goes further than that—he gives us suggestions on how we can increase the play on our machines—and that makes money for all of us."

## Simplex Opens

Houston office; Shannon named manager.

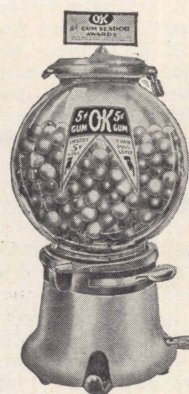
HOUSTON, (RC)—The newest jobbing firm to be opened here is the local branch of Simplex Distributing Co. of Texas. A. H. Shannon, manager of this new office, announces he is prepared to take care of Wurlitzer interests throughout the entire South Texas area. Showroom of The Simplex Company has lately been remodeled and enlarged, and a complete line of the latest Wurlitzer equipment is displayed on the floor at all times.

Shannon is a firm believer in organization for coinmen and is an active worker in the local association of music operators. Records of this association, Music Operators Association, Inc., show that Shannon is a charter associate member and that he has attended every meeting, both business and social, of the organization.

Aviator (after landing in a tree): "I was trying to make a new record."

Farmer: "You did. You're the first man to climb down that tree before climbing up it."

## STEADY, MONEY - MAKING TRADE STIMULATOR



### OK 5c BALL GUM VENDOR

Vends gum with numbers inserted reading from 1 to 1200. Capacity: 1200 balls.

Takes in \$60. Pays out \$30 in trade awards.

Price Only \$15.00

For one O.K. Gum Vendor with 1200 balls of numbered gum FREE.

Write for  
Quantity Prices

**D. Robbins & Co.**

1141 De Kalb Ave.  
Brooklyn, N. Y.

# OK'd In Actual Use For Many Years

● THOUSANDS of Operators used our **Standard** Collection Books.

● THOUSANDS of Operators also used our **Specially Printed Books**, with their name, address, phone, etc., on copies.

## ★ STANDARD FORMS ★

Ready For Immediate Shipment

**Form K** for Pin Games

**Form R** for Phonographs

**Form C** for Record Requests

**Form B** for Skee Ball Games & Rifles

**Form V** for Vending Machines

**Form F** for Diggers

**Form A** for Slot Machines

**Form S** for Salesboards

● We can help you design a special copy for all types of machines including nut, candy  
★ and cigarette, etc. ★

See Your Jobber  
or Write to

## THE BALTIMORE SALESBOOK COMPANY

120 West 42nd St.

New York, N. Y.

Att.—Chas. Fleischmann





## South Texas Firm

expands operations.

GALVESTON, Texas. (RC)—One of the oldest and most famous operating firms in the state, the Seeburg Electric Piano Co., is planning to expand its already extensive operations in South Texas. This firm is owned and managed by Leon Block, assisted by his nephew, Joe Block. They are known throughout the country as "Mr. Leon Block and his nephew Joe."

As Block put it, "Mr. Seeburg and I started in business along about the same time and both have done fairly well with Seeburg products." Since the establishment of his company in 1911, 27 years of continuous operation, only Seeburg music machines have been handled.

We're not qualified to talk about "Mr. Seeburg," but concerning Mr. Block, the expression "fairly well" is not sufficient. His remarkable financial success, however, has been overshadowed by his reputation of doing the right thing at the right time by his fellowman. Many leading operators of today owe their start to this fine old gentleman who shuns all praise and publicity. He did finally admit that he believed himself to be one of the oldest operators in years of service in Texas. ●

## Visit Houston

BEAUMONT, Texas. (RC)—M. Clemm and his nephew, I. Phillips, owner and general manager respectively of the Texas Novelty Company of Beaumont, Texas made a short visit to Houston. Phillips is quite busy at this time perfecting an attachment for phonographs which he intends to market sometime during the coming spring months. ●

**\$200 Weekly Profit**  
**WITH EACH 2 IN 1**  
**VENDOR YOU OPERATE**

**DAVE ROBBINS' "STIMULATION PLAN" DOES THE TRICK**

**1938 MODEL** Write for details today

**D. ROBBINS & CO., MFRS.**  
 1141B DEKALB AVE., BROOKLYN, N.Y.

## To The Officers and Members of Music Operators' Association, Inc., of Houston:

This is my expression of appreciation for the honor you conferred when you voted me an honorary associate member of your organization. Correspondents are not always so trusted by the groups we attempt to serve, and on such occasions, despite our calling, we often find it impossible to select words which would do justice to our feelings. This is the truth in my case, so I'll simply say "Thank you," and do my best to show how proud I am of the Association.

JOHN G. WRIGHT,  
 Your Review Correspondent.

EDITOR'S NOTE: Not only was Wright made a member of the organization, and given a job to fill, that of handling the publicity, but as a Christmas gift he received a paid-up \$25 block of stock. ●

## Modernizes

HOUSTON. (RC)—Stelle and Horton's place out on the west side is like a modernized "country store," or an 1880 trading post with twentieth century improvements. The traditional pot bellied stove has been replaced by a modern gas heater and the "loafers" lounge around in overstuffed chairs instead of on empty barrels and boxes, but discussions of current affairs are just as heated, open and free as of old. It is a popular gathering place for both city and out-of-town operators.

Some of the out-of-town coinmen who lately dropped in for business or pleasure or both were: A. E. Schatz of Lyons, J. F. King of Rex Novelty Co., San Antonio, I. D. Gidden of El Campo, Mr. and Mrs. Allen Watson of Port Arthur, Larry Copeland of New Orleans, and A. William Cooper, Rock-Ola representative. ●

## Cowey Recuperates

LA MARQUE, Texas. (RC)—Robert M. Cowey, phonograph and marble table operator of La Marque, Texas is up and around again after about ten days "flat on his back." "Bob," as he is better known to his friends, operates throughout four or five counties. ●

## Coin Comments

By JOHN G. WRIGHT

Who said the ladies were always late? Miss Alberta Sanders, representing Record Shop, was the first member present at the Music Operators' Association meeting, December 2.

Ernest M. Gates was the first member to pay his December Association dues. W. D. Willett was next; then the line had formed, resulting in another hundred percent month.

A. H. Shannon, manager of Simplex Distributing Co. together with operators F. S. (Doc.) Clancy and J. H. Wilson attended the Wurlitzer party in Dallas December 4.

Operator W. D. Willett calls himself the country boy operator. (Fair sized boy he is, too. Weighs about two hundred and solid as a rock.) Maybe that's why many of his comments and remarks show plenty of plain old "hoss sense."

It is good to see operator Al Lemke up and about again. Al has been suffering with an infected leg and for a time his condition was serious. He's kicking about now, though, spry and talkative as ever.

Harold Daily, prominent Texas operator, and Emmett Morse, well known State legislator, "made" the Wurlitzer party in Dallas together.

Fisher Brown, well known operator of Dallas and a director of the Texas Music Association, and his wife, were recent visitors in Houston. Brown stated that with all their traveling about this was the first time in over twelve years he and Mrs. Brown have taken a trip alone. During his stay here, he and H. H. Horton made trips to Galveston, Beaumont, and Port Arthur.

Miss Hazel Turner, secretary of Simplex Distributing Co., recently spent several days in bed recovering from painful injuries sustained in an automobile accident. Miss Turner was returning to Houston after taking her mother home when the accident occurred. The mother had spent several days visiting in Houston.

It would be a hard matter to decide on a "right" time for an accident, but according to Miss Turner, that one just about filled the bill for coming off at the wrong time. It happened on the eve of the big Wurlitzer party in Dallas; an affair that she had looked forward to attending for weeks.

S. H. Lynch, Electro-Ball Co. official, was in Houston several days attending the Grand Prize beer distributors convention held in this city.

Ed Stern and F. B. Stevenson, Seeburg representative, spent several days in the city during December. Stevenson, of Seeburg's credit department, made Houston his headquarters while contacting operators over South Texas. Stern was just visiting around among operators of this section, many of whom he helped to start in the business in years past.

Operator Leon Faltesek, of Amusco Inc., underwent a successful operation for appendicitis on Monday evening, December 13 at a local hospital. The attack came just ten days before he was to have been married. Faltesek and Miss Wanda Adams had announced that they would be married December 23. The wedding was, of course, postponed until Leon recovers. ●





Joe Calcutt

*This is NOT a Sale!*  
*But* AFTER YOU CHECK THIS LIST OF  
 MACHINES AND PRICES YOU WILL  
 LEARN WHY ALL SMART OPERATORS  
*Always* ORDER FROM *Joe Calcutt*

## GUARANTEED RECONDITIONED SLOT MACHINES

	Each
MILLS 5c Future Pay Mystery Side Venders.....	\$89.50
MILLS 5c Blue Front Mystery Bells or Venders, with or without gold award.....	59.50
MILLS 5c War Eagle Jackpot Bells or Venders, regular payout.....	45.00
MILLS 10c Blue Front Mystery Bells or Venders, with or without gold award.....	62.50
MILLS 10c War Eagle Bells or Venders, regular payout.....	48.00
MILLS 10c Cherry Bells or Venders.....	77.50
MILLS 25c Blue Front Mystery Bells or Venders, with or without gold award.....	65.50
MILLS 25c Cherry Bell or Vender.....	80.00
MILLS 25c War Eagle Bells, regular payout.....	51.00
MILLS 50c Blue Front Mystery Bells with or without gold award.....	87.50
MILLS 50c War Eagle Bell, mystery payout.....	77.50
MILLS 1c Blue Front Mystery Gold Award Bells or Venders.....	49.50
MILLS 1c Yellow Front Regular Golden Bell.....	37.50

## ACCESSORIES FOR SLOT MACHINES

	Each
Brand New Original Jennings Jackpot Fronts for Jennings Today Venders.....	\$ 2.50
Original Mills Single Jackpot Fronts for Mills Front OK Venders.....	2.00
Original Mills Single Jackpot Fronts for Mills Side Venders.....	2.00
Pace Bull Dog Safes.....	14.00
Genuine Mills Safe Stands.....	7.00
Chicago Metal Safe Stands for Mills machines.....	5.50
Jennings Safe Stands.....	6.00
Watling Safe Stands.....	5.50
Mints, assorted flavors, per case.....	6.00
Adams Five Star Ball Gum, 1/2 case of 50 boxes \$6.00, or full case of 100 boxes.....	11.75

## 1-BALL AUTOMATICS

	Each
BALLY BLUE BIRD.....	\$11.00
BALLY BONUS, Ticket.....	11.00
BALLY BELMONT.....	11.00
BALLY CAROM.....	29.50
BALLY CHALLENGER.....	15.00
BALLY CLASSIC.....	29.50
BALLY CLASSIC, Ticket.....	35.00
BALLY DERBY.....	11.00
BALLY GOLDEN WHEEL.....	35.00
BALLY GOLDEN WHEEL, Ticket.....	42.50
BALLY PREAKNESS.....	57.50
BALLY RACING FORM.....	47.50
BALLY RACING FORM, Ticket.....	55.00
BALLY TRAFFIC, 5 balls supplied as either amusement or automatic payout.....	6.00
GOTTLIEB FOTO FINISH.....	55.00
KEENEY GRAND SLAM.....	11.00
MILLS DOUBLE HEADER.....	11.00
MILLS RAILROAD.....	18.00
PAMCO PINCH HITTER.....	11.00
WESTERN PREVIEW.....	19.00
WESTERN WINNER.....	29.50

## MISCELLANEOUS ITEMS

	Each
A.B.T. 5c Five Jacks Machine.....	\$ 9.00
Pace Aristo Scales (red).....	29.50
Mills Modern Scale.....	35.00
Bally Ranger.....	17.50
14-Ft. Bally Roll Skee Games.....	59.50
"Good Fortune" Automatic Payout Ball Gum Vender.....	9.00
International Mutoscope Moving Picture Machine, uses 16 M.M. films.....	85.00
Jennings Confection Vending Scale.....	15.00
Daval Reel "21" Black Jack Machines.....	5.50
Daval Trio-Pack Cigarette Machine.....	6.00
Tempter Vender (vends stick gum).....	4.00

## AUTOMATIC PHONOGRAPHS

	Each
MODEL "K" SEEBURGS, used less than 60 days, like new.....	\$209.50
MODEL 616 WURLITZERS, perfect condition.....	209.50
MODEL P-12 WURLITZERS.....	99.50
MILLS DO RE MI'S.....	99.50
MILLS DELUXE MODEL DANCE MASTERS.....	64.50
MILLS REGULAR MODEL DANCE MASTERS.....	53.50
MILLS MODEL 801 SELECTOR PHONOGRAPHS.....	39.50

## MERCHANDISE VENDORS

Used only one week — Like new

	Each
NORTHWESTERN DeLuxe Merchandisers, penny-nickel combination—slug-proof, Regular price \$15.30. NOW.....	\$12.50
NORTHWESTERN Combination Penny-Nickel Merchandisers with slug ejectors, porcelain finish.....	9.75
NORTHWESTERN Combination Penny-Nickel Merchandisers with slug ejectors, lacquer finish.....	8.75
NORTHWESTERN Penny Merchandisers with slug ejectors, porcelain finish.....	9.00
NORTHWESTERN Penny Merchandisers without ejectors, porcelain finish.....	8.50
NORTHWESTERN Penny Merchandisers without ejectors, lacquer finish.....	7.50
NORTHWESTERN Model "33" Peanut Venders, porcelain finish.....	6.10
NORTHWESTERN Model "33" Peanut Venders, lacquer finish.....	5.25
NORTHWESTERN Model "33" Junior Peanut Venders, porcelain finish.....	4.50
NORTHWESTERN Model "33" Junior Peanut Venders, lacquer finish.....	4.00
COLUMBUS Model "21" Penny Peanut Venders, green porcelain finish, equipped with padlock on top and vise-grip lock on bottom, complete with light attachment.....	5.75
COLUMBUS Model "32" No. 1 Combination, finish No. 2 (2 "M" Penny Peanut Vender Sections and No. 4 globes).....	12.50

## NORTHWESTERN VENDOR ACCESSORIES

	Each
No. 1 Brackets (one piece).....	\$ .45
No. 2 Brackets (two piece).....	.70
No. 1 DeLuxe Brackets (one piece).....	.55
No. 2 DeLuxe Brackets (two piece).....	.75
Single Machine Stands.....	1.75
Two Machine Stands (for all machines except Tri-Selectors).....	2.35
Three Machine Stands (for all machines except DeLuxe and Tri-Selectors).....	2.65
DeLuxe Stands.....	4.50
Tri-Selector Stands.....	4.50

## SAVE MONEY

and at the same time get the latest and best machines! EVERYONE GUARANTEED PERFECT REGARDLESS OF PRICE. This is the GREATEST SALE EVENT in Vemco's HISTORY! WRITE - PHONE - WIRE YOUR ORDER TODAY! 1/3 DEPOSIT—BALANCE C.O.D.

**THE VENDING MACHINE COMPANY**  
 205-15 FRANKLIN STREET · FAYETTEVILLE, N.C. Cable Address: "COINSLOTS"



## Seattle

(Continued from page 50)

Spokane, and until recently, one in Lewiston, Idaho . . .

There's no doubt that penny arcades are on the up-grade in the Northwest . . . Al Ferndon, formerly employed by Western Distributors, has recently opened Joyland in downtown Seattle . . . Wolf Reiwitz estimates that he contacts approximately 2,000 operators a year during the course of his road trips . . . Joe Hart, the well-known Everett operator, has opened a Seattle branch, with the popular Bud Kinney in charge. ●

## Heroux Enterprises

take new shape.

SEATTLE. (RC)—On January 15, Earl J. Heroux, the man who revived the penny arcade business in the Northwest, passes another milestone in his 14 successful years in the coin machine business, when he opens Heroux Enterprises in spacious quarters in the heart of Coin Row in Seattle.

The opening of this establishment is but another step in Heroux's expansion program, which will include the taking over of Funland, located at Point Defiance in Tacoma, beginning this summer. At the present time he operates Playland and the Fun Palace, two penny arcades, in Seattle.

Heroux Enterprises will feature a key service for operators, under the direction of R. E. Gohr. Heroux has purchased the latest type of machinery and equipment: lost keys, broken keys, new keys and jammed keys for all types of coin-controlled machines will be taken care of in this new service to Northwest operators.

Heroux will also feature a full line of new and used parts for equipment of all styles and models. "Parts for new machines are available at the present time," Heroux explained, "but getting replacements for a machine as much as a year old is a problem. We plan to specialize on parts for the older machines."

Another highlight of the latest Heroux addition is a penny arcade department, with a large supply of equipment and parts. Previously, arcade owners were left high and dry when it came to securing parts for their equipment.

Maintenance men on arcade equipment will be the four Whitsett brothers, Claude, Oscar, Otha and Woody, formerly of Hermiston, Oregon. Claude is now working at the Fun Palace.

Heroux will be in personal charge of the repair department. An ace mechanic, he will see to it that games



Rarely seen by the average operator, generally unknown to the trade, the Rock-Ola service department quietly goes about its work. Facing you, left to right, are Department Head W. E. Hall and R. E. Lindgren. With backs to the camera (they don't care about pictures—they've work to do) are E. J. Halvorsen, J. R. Leonard and Helenora Green.

are repaired speedily and correctly. Other members of his new organization will be named later.

At heart Heroux is a gambler and is willing to take a chance on new and untried angles. He has confidence in the Northwest and in penny arcades. Some time ago he purchased the Fun Palace in Seattle. In several short months, by applying modern principles of operation, he turned it into a highly profitable investment. If you walk into the Fun Palace today you'll find a new glass door, a completely renovated and remodeled interior, the latest types of pin games, several rotary merchandisers, bowling-type games, and three rifle-ray machines among others, all at penny play. ●

## Reiwitz Back From Tour

SEATTLE. (RC)—Wolf Reiwitz, guiding light of the Wolf Sales Company of San Francisco and traveling representative of the Lou Wolcher Company, has recently returned from a two months' trip, during which time he visited operators and jobbers of eleven states. Reiwitz personally supervised the renovation and remodeling of the four other branches of the Lou Wolcher organization. He stated that the company was adding many new lines and was getting set for the biggest year in its history. ●

## New Showrooms

MILWAUKEE.—December 28 and 29 were gala days for a host of Wisconsin operators who thronged the new permanent showrooms of Jack H. Rudolph and Co., exclusive Wisconsin distributors for Popmatic. Located at 310 North Water Street, the quarters were an oasis for operators who ran temporarily dry between Christmas and New Years and who came early and stayed late to enjoy the "eats" and get a good look at the automatic corn popping merchandiser. ●

"Dad, what was your great ambition when you were a kid?"

"To wear long pants, and I've gotten my wish. If there's anybody else in this country that wears his pants longer than I do I'd like to see him."

## Rowe Merchandiser

to make formal debut at Chicago Show.

BELLEVILLE, N. J.—Although the machine was first announced to the industry last September, its manufacturers have been so busy filling orders that they haven't had enough machines available at any one time to make a complete showing; thus the 1938 gathering in Chicago will be a colorful event as far as Rowe Mfg. Co., Inc., is concerned, for it will mark the formal debut of the Rowe 5-cent Gum and Mint Merchandiser in all its color combinations, its new stand, and its wall and machine connecting brackets.

Extremely colorful, it is expected that the Rowe display will likewise be one of the most timely at the Show, due to the great interest in merchandising equipment evidenced at present. Color combinations are said to be among the best ever presented—colorfully blended so as to blend in with varied locations, and make it possible for the operator to accede to location owners' wishes. Machines range from all-chrome to pastel shades with matching colors to correspond with modern store fittings. The Merchandiser is small in size and thus has won the favor of store proprietors because they can be made prominent without occupying too much space.

The machine may be used with a stand, on the counter, on the wall, or attached to a cigarette machine or other merchandiser by bracket fixture, and so is suited to all popular types of operation. At the same time one of its outstanding features is the fact that the Rowe 5-cent Gum and Mint Merchandiser vends nationally advertised brands of merchandise.

Backed by the reputation of the Rowe Mfg. Co. for fine mechanism, acclaimed already for its beautiful modernity of design, and coupled with the fact that it is the first of the Rowe "World's Fair model" machines, it is believed that the Merchandiser will prove unusually interesting to those who have followed the advances of automatic merchandising machine construction during the past years. ●

62  
COIN  
MACHINE  
REVIEW

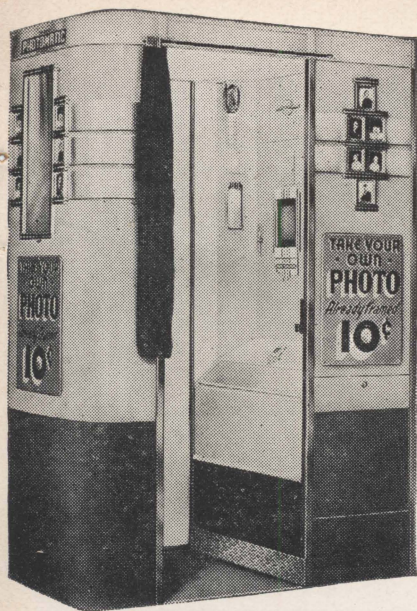
**\$200 Weekly Profit**  
WITH EACH 2 IN 1  
VENDOR YOU OPERATE

**DAVE ROBBINS' "STIMULATION PLAN" DOES THE TRICK**

1938 MODEL Write for details to day

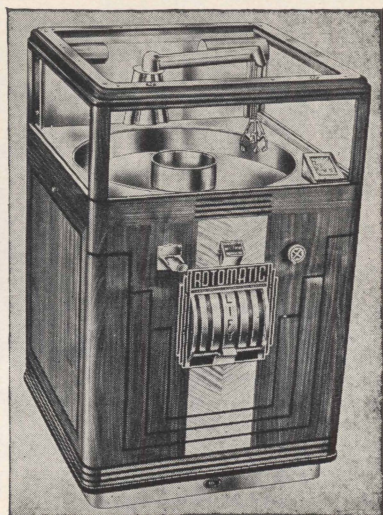
**D. ROBBINS & CO., MFRS.**  
1141B DEKALB AVE., BROOKLYN, N. Y.





## PHOTOMATIC

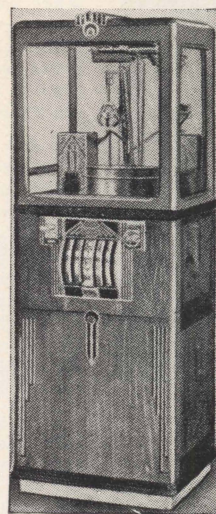
Operators of PHOTOMATICS are business men established in a dignified business that has a **permanent** appeal. Never any legal complications to worry about. Better-than-average profits. A route of five PHOTOMATICS enough to produce a substantial net income week after week, month after month, year after year! No photographic experience needed. **THIS IS WORTH INVESTIGATING!**



## ROTOMATIC

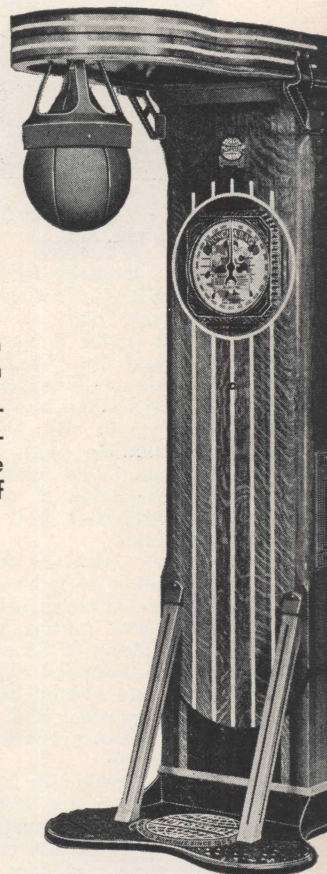
One of the famous Mutoscope merchandising machines that is a consistent money-maker. Fill the top with merchandise novelties and let the public insert their nickels and try their skill in getting the Crane to pull the objects of their choice into the delivery chute.

... THESE ARE THE  
MACHINES  
YOU WANT



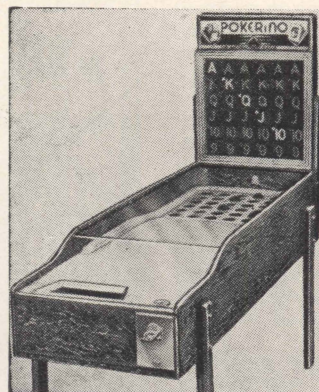
## RED TOP CRANE

The best crane we have ever produced. If you have any Crane locations the Red Top will bring you more revenue per spot than any type of machine you could operate.



## PUNCH-A-BAG

Don't look on PUNCH-A-BAG solely as an amusement park machine. On many **ordinary store locations** it has proven a big money-maker because it's based on the instinctive desire of men to demonstrate their athletic powers. or 1c play.

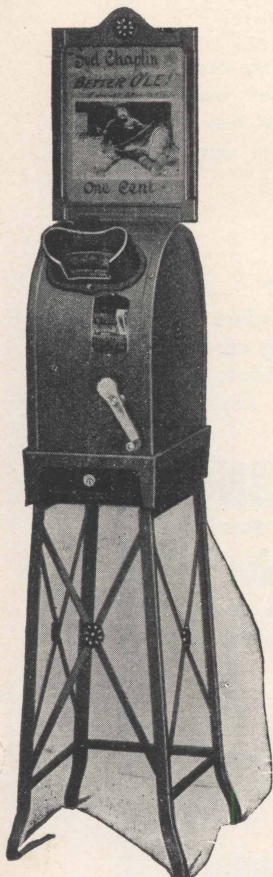


## POKERINO

Giant Size Skill game. Patrons roll the balls themselves! No plungers. Fast, lively light-up game, proven a big, consistent money-maker.



**HOCKEY** Pin game operators with legal troubles should investigate Hockey at once. Hockey does not depend on prizes, or payouts but on the **competitive** spirit to attract the nickels. Two people play this game together and often monopolize the game for hours at a time so that in many spots operators have found it profitable to put 2 and 3 games on the same location.



## MUTOSCOPE

The oldest machine in our line—and still a consistent profit maker. The new reels we now supply has given it a new lease of life.

**P.S.** To be shown for the first time at the Show "OPEN DOORS"—our new merchandising game "OPEN DOORS" . . . a fascinating game that opens pocketbooks faster than any game you ever saw. See it at **BOOTH 2** or write us immediately for full details, mentioning your **jobber's** name.

Write for descriptive circulars and prices on above and other machines we manufacture.

**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**  
524 West 34th St. (Cable Address: Mutoscope) New York, N.Y.





David S. Bond

### 'Fair Weather' foreseen by Trimount head.

BOSTON.—The weather signs for 1938 definitely point to "fair weather," declares David S. Bond, president of the Trimount Coin Machine Co., makers of Snacks merchandisers.

Bond's summary of conditions ahead: 1938 again will unquestionably be a merchandise year, and there is every indication that merchandise and vending machines of all descriptions will be purchased and used in increasing quantities.

Music machines have had an unusual run and seem to be enjoying good play, and the manufacturers will have some novel and unusual models for the new year. Many of the game manufacturers have announced new type amusement machines without any automatic or reward features, and undoubtedly there will be many offerings of machines of this nature.

The introduction of the popcorn vendor offers a new and unexploited field.

The manufacturers are alert to the change in the operating conditions, and will have machines designed to meet these changes.

Trimount will have a new model at the Show, and has other products in view for the immediate future.

1938 will open up new fields of tremendous possibilities for the alert and courageous operator who has the confidence and vision to take advantage of these opportunities.

## Sales Record

for 1937 believed set  
by Joe Calcutt.

FAYETTEVILLE, N. C.—With over 50 quality merchandise sales—nearly one a week—conducted during the past year, and with orders filled from as far away as Persia, Africa, England and other parts of Europe and Asia and the almost unknown island groups of the Pacific, it is believed that Joe Calcutt's Vending Machine Co. established a record for sales events in the coin machine industry during 1937.

Sales ranged from large stocks of phonographs, slots, automatics, consoles, race games, counter games, merchandisers, supplies and parts, to the complete annual sales of the firm when everything on hand is piled into one gigantic heap at closeout prices, and all sales were conducted under series numbers so that they could be checked by the firm as well as by operators. Bulletins were numbered, dated, and sent out at regular intervals.

With such a quantity of sales of new and used equipment, Calcutt and his firm have gained the reputation of being the "greatest outlet for machines in the country," and it is believed that every city in the United States received crates with the Vemco label at one time or another during the year. Dissatisfied, as progress is always dissatisfied, Calcutt foresees an even bigger year ahead, with greater bargains in store for his customers.



Off again—A. M. Keene, Taft (California) editor-publisher-coinman this time sets sail for Iraq, accompanied by his secretary, Miss Noreen Vaughan.

William had received a calldown from the boss for bringing into his office everyone who called to see him. "But they don't believe me when I say you are in conference. They all say they must see you," Willie replied disgustedly.

"Well, put them off somehow," said the boss. "Whatever they say, just tell them, 'That's what they all say.' Be firm. See?"

"Yes sir."

That afternoon a lady called. She had strong features and a very determined expression, and she demanded to see the boss at once.

"Impossible," said the office-boy.

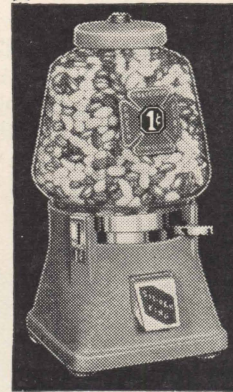
"But I'm his wife," persisted the lady.

"That's what they all say," replied the boy.

**Visit the factory,  
"get the facts,"  
see the beautiful**

**New Tangerine — Yellow  
— Blue — and Silver  
line of 1938**

**"SILVER KINGS"**



The fastest selling, low-priced, quality vendor. Our slogan, "Take care of your vendors and they will take care of you."

**—BUT—**

Be sure you buy vendors that are WORTH taking care of. There is no substitute for quality or beauty. Get the original, genuine

**"SILVER KING"**

Sample \$6.50, less in quantities

**Viking Specialty Co.**

530 Golden Gate Ave.  
San Francisco, California  
and

**Mills-Viking Co.**

1356 W. Washington Blvd.  
Los Angeles, California

or

**Automat Games**

2425 Fullerton, Chicago, Ill.

## CLOSE OUT

REBUILT LIKE NEW

Blue Fronts.....\$49.50

Mills Skyscraper..... 29.50

Mills Lionhead..... 29.50

Mills Futurity..... 39.50

### PHONOGRAPHS

Seeburg A.....\$ 99.00

Rock-Ola 1936..... 129.50

Rock-Ola 1936..... 90.00

Selectophones ..... 75.00

ONE-THIRD DEPOSIT

**DIXIE SALES**

1168 Camp Street

NEW ORLEANS, LA.



LEE S. JONES  
Executive Vice Pres.

COIN-OPERATED

Skill Games  
Amusement Devices  
Musical Instruments



DIRECTORS

W. G. Gray  
Lee S. Jones  
Walter A. Tratsch  
A. H. Bechtol  
C. D. Odom

# American Sales Corporation

"THE INDUSTRY'S OLDEST DISTRIBUTORS"

*Let These Leaders Guide Your Purchases  
Their Experience Covers The Entire Automatic Field*

**936 WRIGHTWOOD AVE.**

Phones Lakeview 9400  
CHICAGO, ILLINOIS

*You are visiting around, and want to find  
out how to make money, don't you?*

This year the boss is not drinking, so you will have to get there during business hours. No knocking, nor breaking in doors after 2:00 A. M., in the morning, and no crap-games allowed because this year we are here for business.

Most of you fellows have had a tough time out in the territory for the last few months, but we have something to cure your troubles. Now, our time is worth five times as much as yours, but if you will give us a few moments of yours, we are willing to give you ours. Will you come up?

For the last sixty days, you have heard about new games, and new ideas. All of you operators are receptive to this, but if you will come to SUITE No. 611-617, we will give you some low-down information. Bring this magazine, with this page, show it to us, and ask us to explain what we have in mind.

*Lee S. Jones.*



**IF CHICAGO COIN****MARS***And all the hits from the Show!***DUX****Paul A. Laymon***makes it***LAYMON**  
*sells it*

DISTRIBUTOR &amp; JOBBER OF QUALITY COIN OPERATED MACHINES

**1503 W. Pico St.****DR. 3209****Los Angeles**

## PENNSYLVANIA PIN-BALL PROBLEMS

By **BERNARD R. COHN,**

Counsel for the Philadelphia Coin Machine Operators' Association

Shortly before the large-scale advent of pin-ball games in the State of Pennsylvania, there had been placed in wide circulation and use, the so-called slot machines in many establishments throughout the State. These were looked upon with disfavor because of their obvious illegality. Police and law enforcement officials made every effort to condemn the existence of these machines, but they remained in back-rooms and other places and were generally in bad favor.

Then the authorities decided upon a course of action to finally stamp out the machines. They began the confiscation of all of them, whether they were the candy-vending type or the plain slug return game. Proceedings were then instituted to restrain the confiscation of the machines, but finally, under the decision of the Pennsylvania Supreme Court in the case of the appeal reported in 316 Pennsylvania Supreme Court Report on page 449, the coin machine, with its revolving cylindrical discs, with the result of the play dependent entirely on chance, was definitely and finally condemned as a gambling device, under Sections 55 and 56 of the Acts of Assembly of March 31, 1860 P. L. 382, 398 as amended.

Due to the almost immediate introduction of the entirely legal pin ball games, subsequent to the above quoted decision, the authorities were of the opinion that these games were also in like category as gambling devices, subject to confiscation and seizure. This attitude has caused a good deal of difficulty for the operators of these games.

However, the Courts of the State of Pennsylvania are slowly unwinding the legal phases of the situation and are differentiating the various pin-ball or marble games from the slot-machines. Under the auspices of several operators of these games, associated together for the purpose of legalizing and keeping the business on a high and honest standard of ethics, a definite battle has been waged and won to clear the erroneous and harmful reputation given these machines by unlawful police seizure. (This association, known as the

Amusement Device Association, having offices at Twentieth and Market Streets in Philadelphia, has given generously of time and funds in this situation.)

A device which is used solely and exclusively for gambling is, per se, or of itself unlawful, contraband and forfeit to the law enforcement authorities. A definition of such device has been variously given, but shortly, it might be stated to be a device on which the operation is entirely based on chance and upon the basis of which, something of value is betted or staked. In other words, a device which, when completely operated, can in no wise, be affected by the manipulations or skill of the operator or player, but is purely dependent upon chance or circumstances, is a gambling device of itself when objects of value are transferred upon its operation. A slot machine is a device in this class.

On the other hand, games or devices wherein one's score or result might be added to or perfected by the skill or ability of the player, cannot be and are not gambling devices of themselves. They may become gambling devices when they are used for the banned and illegal purpose of gambling or betting upon the outcome of the play or game.

The problem first facing operators of these machines, was to have them classified as games of skill, rather than games of chance. This was essential in order to counteract the effect of police seizure of pin-ball games under the same theory that slot-machines were confiscated. In a rather novel but interesting display in the court room of Common Pleas No. 4 of the City of Philadelphia, the operators of these machines were able to prove to the court that a score achieved by a player could be improved upon by experience, skill and practice. In the first ruling in the State on point, this Court held that the game was not a gambling device per se and could not be confiscated under the law unless gambling was permitted thereon.

This ruling was of great importance in the Philadelphia District, but there was no decision on point in the highest

Court of the State. However, in the recent case of Commonwealth of Pennsylvania vs. Klutcher, reported in 326 Pennsylvania Supreme Court 587, the Supreme Court of Pennsylvania reported with approval the language of the lower court, holding these devices to be games of skill. The Supreme Court went on to rule that these games came within the purview of the Pennsylvania Act of May 25, 1907 P. L. 244 and were therefore subject to the Mercantile License Tax provided for in that Act.

This was complete vindication for the operators concerning the legality of these games. A governmental body cannot tax an illegitimate or illegal game. Contraband cannot be taxed. To do so would be a sanction of its unlawful use.

There remains, however, a major problem to be determined satisfactorily. Many operators, in order to induce greater interest in the play of the game, have been offering prizes for certain or particular scores. In some instances these prizes are free plays on the machines; in other instances merchandise awards are given, and in still other cases cash awards are made. Forced to recognize the legitimate status of these machines, the still suspicious police have nevertheless seized machines under the contention that the granting of these awards convert the game into a gambling device. They contend the awards given are actually bets and stakes, contrary to gambling statutes of the State. While the reasoning is definitely fallacious, there is no court ruling in this State on this phase of the problem.

It appears clear that in games of skill prizes have been awarded with entire impunity and legality. We find awards given to winners of bowling tournaments, tennis tournaments, crew races, etc. In professional sports, we find money awards or bonuses given winners, or to those reaching certain averages, etc. This is not prohibited and appears to be entirely legal solely because the games involved are games of skill and not of chance.

The various authorities refuse to recognize the complete analogy and it is essential that the trade take steps to test the issue. It is true that there have been some individuals who have gambled on machines, but it is up to the trade to band together into a larger association to aid in ferreting out these illicit users of the legal games and to place the field on the high plane as the Philadelphia Association has been successful in doing. Nothing can do as much as an association of this nature, for the purpose of regulating the trade to maintain the highest and most honorable ethics for the better protection of both the public and the operators and to guard against discriminatory tactics of legislative bodies.

### Budin Named Distributor

BROOKLYN, N. Y.—Herman Budin, president of Budin Specialties is highly enthusiastic over the new products Exhibit Supply Co. will produce for him in 1938, as new Exhibit distributor. Charley Katz, special representative for Exhibit, spent a recent weekend with Budin and plans are reported to have been formulated so that New York and Eastern operators will get special service on all Exhibit products.



## Western Vending Machine Operators' Association of Southern California

President—LARRY HAGLER, 3808 Flower Drive, Los Angeles, Richmond 8915; Secretary—PHIL EISENDRATH, 1555 Merriman Drive, Glendale, Douglas 1515.

Meeting of December twenty-seventh

Held at the Casa de Rosas, and attracting 35 merchandise men despite the holiday season, the December 27 meeting of the Western Vending Machine Operators' Association concerned itself chiefly with the matter of current primary importance, the license situation. Of general interest to all operators, it was pointed out that at present the statute books require payment of a license fee of \$1 a year per machine. While it has not been enforced there is no reason to believe it may not suddenly become the target of enforcement officers, it was indicated, and the Association has decided to take a hand in the matter.

A proposal has been made to the city council that vending machine men be charged a \$7.50 yearly occupational tax or license, and be required to buy stickers for machines at one cent each. This has likewise been presented to the proper committees, the budget department and the comptroller's office, and has been tabled for two weeks. The proposal covers all one-cent and five-cent merchandise and service machines.

Secretary Eisendrath was directed to write other vending machine operators' associations in order to learn of their activities and exchange ideas of mutual benefit. He will appreciate it if other association secretaries will get in touch with him.

After some discussion it was decided that visitors to meetings, those who are non-members, should pay \$1 per meeting to cover the cost of dinner, door prizes and entertainment. The membership committee was instructed to draft a letter to boost the attendance at the next meeting.

Col. E. P. Bailey reported on his fight with the State Board of Equalization over sales tax payments on chocolate bars. His contention is that chocolate bars are food and should be exempt from this taxation. He is at present arranging a fund to have a responsible party push the matter through for definite ruling from the board.

Following the usual round table, New Year's Resolutions were adopted and new members were introduced.

Door prizes awarded at the December meeting included 100 pounds of peanuts donated by the L. A. Nut Co., and other prizes given by Mills-Viking Co. and Reliable Vending Machine Co. Operators' Vending Machine Supply Co. has promised a streamlined Ace Vendor as one of the door prizes at the next meeting, to be used with other items.

The January meeting will be held on the twenty-fourth at a new place—King's Arms Hotel, 2306 South Figueroa. All vending machine men welcome. ●

## Sandholm Advises on merchandising stability.

DENVER. (RC)—Carl W. Sandholm, one of the oldest operators in Colorado from point of service, and one who has known years in which he has placed over 1000 machines in use, advises the young coin machine operator to plan his routes carefully, for a good basis on which to grow, and then to spend his time getting an actual picture of what merchandise to sell—intangible "entertainment" or such staple merchandise as phonographs, candy vendors, the new popcorn machine, and the steady standby of all, the cigarette machine.

The Sandholm routes have been operating at a profit for a number of years in Denver, and the versatility with which Sandholm, and the "missus", who shares alike in his responsibilities, have met various business crises and up-and-down conditions prove their right to speak authoritatively to the newcomer.

"I advise all new men to invest their capital first in staple merchandise, only, until they can gain enough experience to correctly predict what novelty will "click" here, and what machine will do a good volume in a restaurant and fall flat in a poolroom," Sandholm said. "Disappointments often come hard to the man who has heard vaguely that there is a fortune in coin machine investments and finds from \$5 to \$8 all he can take in with his very best location. Once he has experimented long enough to discover what machine will give him a steady, profitable turnover, he has the basis for expanding into an astute operator."

For example, Sandholm cited the case of a friend who bought heavily in an eastern closeout, placing 40 machines in indiscriminate locations, throwing all caution to the winds. Among the machines used were pin-ball games, gum, peanut and novelty vendors, and a number of cigarette dispensers.

"This fellow continuously lost money, paying out more for location 'cuts' than he was taking in. From looking over his record sheets, it was plain that nothing but the cigarette machines, and curiously enough, one worn old digger, were self-supporting. I told him to move the machines around until all were situated according to my own experience, with a certain amount of play guaranteed. After two months, every unit was at least paying its own way."

Picking of spots is the most important factor in the whole business, according to Sandholm's theory. All Sandholm machines must be seen by at least 250 people daily, before there is enough potential play to warrant installation. Next in importance is the wisdom of rotating spots, so that no machine will lose out through customers becoming tired of it. ●



It's never too late to wish you a Happy New Year, or to remind you that **any** year will be happier and more prosperous if you operate **SEEBURG** Phonographs.

Close-out prices on  
**Wurlitzer 312's,**  
**412's, P-12's, P-30's**  
and on recondi-  
**tioned Seeburg**  
**Symphonolas.**

**Jack R. Moore**  
**Jean J. Minthorne**

Western Seeburg Representative  
& O. D. Jennings Distributor

**1517 WEST PICO**  
**LOS ANGELES**

## THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill for 1c Novelty Vending Machines, packed by:

**M. BRODIE, 2182 Pacific Ave., LONG BEACH, CAL.**

3311 Ross Avenue, Dallas, Texas

1120 South Park, Omaha, Nebraska

Distributor: "MASTER" Novelty Vendors—Mail Orders filled promptly.



# IF DAVAL... makes it

CHICAGO EXPRESS BELL SLIDE (counter)  
And all the hits from the Show!

**Paul A. Laymon**

**LAYMON  
sells it**

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES  
1503 W. Pico St. DR. 3209 Los Angeles

## Automatic Cigarette Vendors' Association of Eastern Pennsylvania

President — EDWARD J. DINGLEY; Counsel — NORMAN FUHRMAN. Meetings held in the Fox Building, Sixteenth and Market Streets, Philadelphia.

By NORMAN FUHRMAN

If the past year has been profitable for the cigarette machine operators it may be due to the fact that instead of working against each other, and cutting into one another's profits they have cooperated splendidly for mutual benefit. It has been my pleasure to work with these men for slightly more than a year and they have always been willing to settle any grievances on a mutual basis. There has been no throat cutting competition such as was reported previous to the organization of the Cigarette Association.

Proof of the excellent spirit prevailing among the membership is the fact that only one case has been submitted to the grievance committee during the entire year. All other disagreements have been settled amicably without the necessity of doing more than sitting down together and discussing the problems. That is all that was usually necessary to bring both groups together.

But although we who already belong to the Association have learned this to our satisfaction, there is still a small group who have not yet realized that in staying outside the organization they are harming only themselves, for they lack the opportunity to "get together" with other businessmen and discuss mutual problems and find friendly solutions. It is this small group who still persist in making the business less profitable and honorable than it should be.

It is of course natural for the location owner to seek as large a commission of the cigarette machine sales as possible. He is looking out for himself. The more reputable and honorable location-owner or tap-room operator or hotel manager will not try to seek an exorbitant rate for allowing the cigarette machine to remain on his premises without any cost or expense to himself.

There is, however, a minority who will seek to connive with the independent operator to replace a standing machine with that operated by another man who is willing to offer a slightly larger percentage. It is impossible for anyone to make a decent living or profit amidst such tactics. That is why our organization has striven and worked to obviate such tactics which in the end only harm the standing of the operator

and cut his margin of profit and lower his community standing.

We can only eliminate unethical business tactics when every operator in this area and section is willing to cooperate with our membership in maintaining decent and fair standards. Our membership has attempted to keep its business affairs, while run on an individual basis and in the operator's own way, on a high ethical standard. No attempts are made to take another's location and neither do they try any tactics which would work to their detriment in the final analysis. They only seek to find new locations which have not already been secured and to work their old locations with a margin of profit both to themselves and the owner of the location.

In our effort to elevate to the highest possible plane the business ethics of the cigarette machine operator we are requesting the few men who have not already done so, to join our organization and cooperate with our membership in maintaining the high ethical level which I know every operator would like to see become common practice.

I know that I speak on behalf of our

entire membership when I offer full assurances to any prospective member that the fullest cooperation of every member will be offered and the facilities of our Association will always be placed at their disposal.

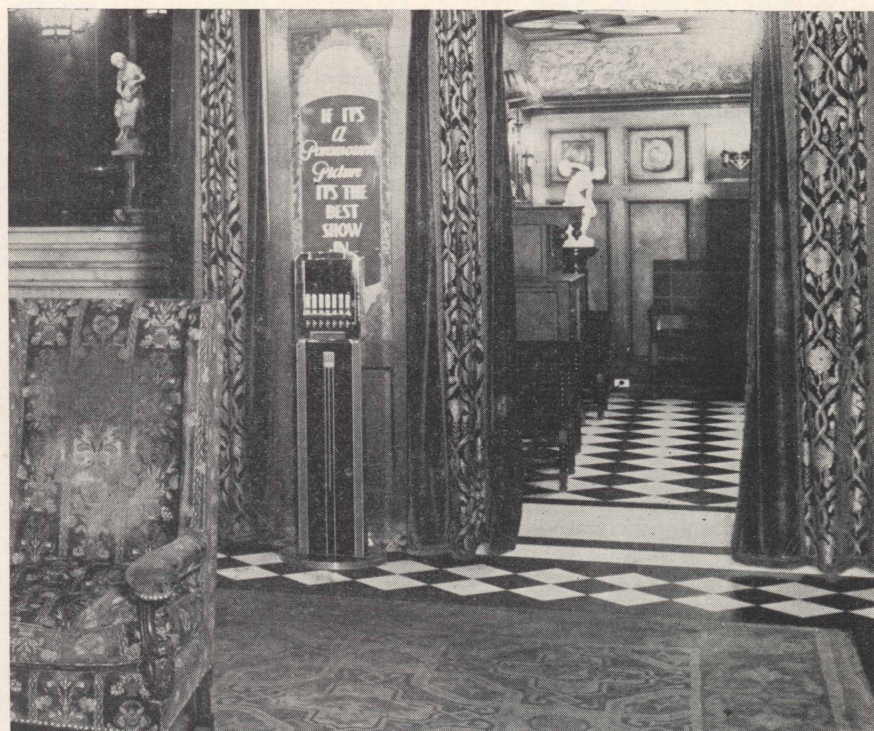
May I utilize the facilities of the COIN MACHINE REVIEW in offering to every operator in this section, whether he be association member or not, a most prosperous New Year. I feel sure that it will be a beneficial year to all Association members who maintain the high standards which they have adopted, and I again urge all independent operators to become affiliated with the Automatic Cigarette Vendors' Association of Eastern Pennsylvania. We will be pleased to see any operator who wishes to come to our offices at the Fox Building to discuss the problem of cigarette operating in this section.

## Service Stations

good bets for vendors.

DAYTON, Ohio. (RC)—Filling stations make No. 1 locations for peanut and candy vending machines, because the boys around the stations have time hanging heavily on their hands and often prove to be the best customers. This is the experience of A. Alex Macfarlane, who has been operating in a small way in Dayton for several months, owning less than fifty combination peanut and candy vendors he purchased late in 1937.

Macfarlane operates a filling station himself, and is in the coin machine business as a sideline. He employs a man to service his machines, since he cannot get away from his station to do this work. He has an idea that by gradually adding machines to his present group he can some day own a vending machine business to which he can devote his entire time.



Blending in with the "million dollar" decorations for which it is world famous, this Rowe 5-cent Gum and Mint Merchandiser stands on location in the beautiful lounge of the Paramount Theatre in Times Square, New York City, and is the only machine given such preferential display by the management.



## PRE-MOVING SALE!

Satisfied customers everywhere are forcing us to move into larger quarters to accommodate out-of-town and city trade.

We started on March 17, 1937 on a basis of charging no more than \$2.50 profit on each game sold, and this policy has been of favorable comment and hundreds of operators in various vicinities have turned to the Southwestern Vending Machine Company for their purchases.

Another outstanding policy — NO DEAL COMPLETE UNLESS YOU ARE SATISFIED. In eight months we have yet to receive a complaint from any part of the country.



## A Few Specials FOR CLEARANCE

10 BALLY SKIPPERS—Bumper-type payout-tables with free game unit. Reconditioned.....	EACH	\$15.00
15 FURYS—as good as new.....	EACH	6.50
3 GOTTLIEB ELECTRIC SCOREBOARDS.....	EACH	17.50
25 BUMPERS—Reconditioned, with carbons. A winner in 1937.....	EACH	7.50
4 AUTO DERBYS—Unusual play-appeal.....	EACH	22.50
4 FIRECRACKERS, by Keeney.....	EACH	10.00
10 STONER'S HOLD-EM—with electric packs. Stoner's quality.....	EACH	7.50
10 ROCK-OLA FLASH—A game that lasted two-years—still going good.....	EACH	5.00
10 STONER'S MAD CAPS—Electric pack equipped.....	EACH	4.95
25 SLOT MACHINES—As low as .....	EACH	7.50

Write for Particulars

We carry a complete line of reconditioned pin games, payout tables, counter machines and slots. Lowest prices. Terms: 1/3 down, balance C. O. D.

## Attention Mr. Operator!

The BEST DEAL—\$3.75 complete with 70-hole push card brings \$14.95! Imagine—\$11.20 profit on a \$4.00 investment. You CAN'T BEAT IT! Wire or write—only a limited number of Barking Dogs from Hollywood left.

**Southwestern Vending Machine Co.**  
2711 West Pico Los Angeles

## Mystery Machine

talks, lures cash from pockets.

CHICAGO.—Its name to be announced at its unveiling at the Show, Rock-Ola's new wonder machine, which promises to be the "star" in the drama of new machines for 1938 according to belief of officials of the firm, is not a game, although a game may be made of it; it's not a puppet show; it's not a phonograph. Yet it actually talks—not only when operated in everyday performance—but it actually talks the cash right out of the player's pocket. It's almost human, yet it's still a machine. It has been created for fun, yet underneath there is a scientific basis that will appeal to and aid every human being who deposits a coin. The mystery machine is for the "gang," for mother's bridge club, for the kids at school, for the tough old bird who thinks of nothing but business. It has a universal appeal.

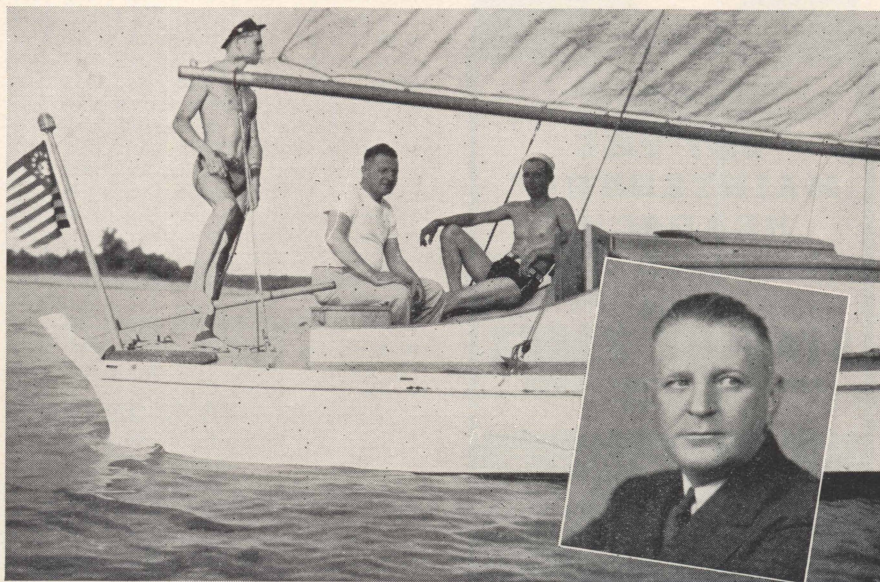
Such, in brief, is the assertion of designers of Rock-Ola's new talking mystery machine. And those who have seen it declare: "That will knock 'em cold. It will open locations we never knew existed." (Mike Fose, Rock-Ola factory representative, Appleton, Wis.) "I'll venture that new machine will upset every tradition in the coin machine industry. It's a triple-threat moneymaker, and it's absolutely legal..." (J. D. Lazar, Pennsylvania distributor.) "You've got something there." (Al Koplo, Rock-Ola sales representative.) But just what "it" is will have to wait for the Show, and "its" formal unveiling.

## Iowa Liberalizing attitude.

OMAHA. (RC)—Law enforcement officers across the river in Iowa are now somewhat disposed to be more liberal in regard to the new law that made it appear that coin machines of all kinds are taboo. The idea is fast gaining

ground that the law was aimed at gambling.

Such being the case, they rationalize, the matter is simply one of eliminating payouts, and it seems only a matter of time until this feature is entirely abandoned in the Hawkeye State and all other controlled equipment will be permitted to flourish.



When he works, he looks like the picture in the inset. When he plays W. R. "Bill" Deaton, Wurlitzer District Manager for North Carolina and Virginia, generally sails his boat, "Skipper." In the large picture he is in the center with his son, Bill, Jr., at left, and a friend. A veteran musician, at 39 Deaton is one of the industry's youngest and most energetic representatives. He works hard and plays hard.



## Greetings

(Continued from page 27)

these changing conditions or trends it was absolutely necessary for the manufacturers to meet the conditions at hand.

I do want to make myself clearly understood that we will continue as we have in the past to design games embodying skill, games interesting enough to appeal to the players, and in some an element of chance coupled with skill.

—T. M. STONER

President, The Stoner Corporation, Aurora, Ill.

The year 1937 has just been ushered out amid all the noise, and we are looking forward wondering what the New Year will bring forth. The Old Year is always pictured as an aged, long-whiskered man, one who has run his course and is ready to expire and go to his reward—the memory of past deeds and accomplishments. The New Year is pictured in decided contrast: a child, full of spirit, vitality, ambition, and rarin' to go forth and master all that has remained unconquered.

As to the past, that cannot be brought back nor changed. The Persian poet, Omar Khayyam, in his "Rubaiyat," says:

"The Moving Finger writes: and, having writ,

Moves on: nor all your Piety nor Wit

Shall lure it back to cancel half a line,

Nor all your Tears wash out a Word of it."



**DON'T  
LET THE  
MAINTENANCE  
HEADACHE  
GET YOUR GOAT!**

use

**STANCOR PACKS**

AND REPLACEMENT POWER  
EQUIPMENT

**STANDARD  
TRANSFORMER  
CORPORATION**

850 BLACKHAWK STREET • CHICAGO

POWER PACKS . . . REPLACEMENT  
TRANSFORMERS . . . RECTIFIERS

Ask your Distributor!

**IF ROCK-OLA... makes it**

ROCK-O-BALL

LO-BOY SCALES

And all the hits from the Show!

**Paul A. Laymon**

**LAYMON  
sells it**

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St.

DR. 3209

Los Angeles

Retrospection should be indulged in with careful moderation, else we will find ourselves tied and moored to old conditions and practises, if not actually mortified by them. We do not want to be established in old environments and, therefore, bid farewell to 1937 and greet the New Year 1938.

In this New Year we can use the experience gained from the past year and employ it as a factor in achieving greater success. The past year has been fairly good to most of us in the coin machine business, and we should be optimistic about the New Year because the opportunities for development in our line are unlimited and the ambitious manufacturer, jobber and operator can "cash in" if they will "go after it." The Coin Machine Exhibition at the Hotel Sherman in Chicago will carry out the same slogan as in previous years, "Bigger and Better," and will live up to the spirit of it. Rumors of many new machines are in the air, and anyone interested in the Industry should attend, even at a sacrifice if need be.

The year 1938 will see many old types of machines taken off the market and in their place will appear new and better types. The merchandise field will have its share in this.

In 1937 there has been more co-ordination in the activities of NACOMM as well as other groups and organizations working for the common good. If there is one thing that is needed in this industry more than anything else it is more of this spirit. We must unite show our strength and plan as well as carry out a program that will give our industry its rightful place.

The strong always defeat the weaker and even a small organized force can defeat an unorganized mob. So, let's get smart and organize in every city and state in the United States and co-ordinate our efforts. The result will be amazing, almost a panacea for the ills suffered by the industry, and which have hampered its harmonious development.

1937 is dead, but its spirit will be alive in its offspring, 1938, and thus will have a silent part in its achievements.

—A. E. GEBERT

Manager, Advance Machine Company, Chicago.

Back in the days of the unlamented depression when every type of industry was looking for new sales outlets, we saw an industrial baby enter the business arena to battle against economic odds that business experts looked upon as well nigh unbeatable.

That healthy, confident, very-much-alive and alert baby was the coin machine industry, and it astounded

staid tycoons by thriving and growing in the face of world-wide adversity. Industries whose directors were looking for product outlets had an answer to their problems here, but many of them were afraid to do business with a group whom they believed would be unable to weather the economic storm and whose merchandise was, they declared, a "passing fancy."

We of the Chicago Lock Co. are glad that we were among the first to see the possibilities of the coin machine industry as an outlet for our products. Of course we had the advantage of previous experience with automatic coin machines and devices of various types and knew the business was "coming up" because of a healthy demand for it. In simpler words, we believed in the future of the industry.

That our faith was justified is history. That the coin machine industry became Big Business during a period of universal business depression is one of the miracles of modern times.

What does 1938 have in store for the industry? How far the coin machine business is able to progress will depend upon the men within that business, both manufacturers and operators, upon their vision, their initiative and their abilities. In the past these men have proved their business daring, their willingness to stake their futures on their convictions and their judgment. Business men who conduct their affairs in that manner are not going to stand still. Let pessimists say what they will, I fail to see how a business that could prosper under the most difficult conditions is going to do anything except advance in more nearly normal times. An industry that built itself up during the depression should have little difficulty in 1938.

Perhaps the best expression that I can give of my forecast for the coin machine industry during the coming year is to state the fact that the Chicago Lock Co. expects a part of its 1938 gain to come from increased business in this field.

Industry in general owes a debt to the coin machine field for its opening

(Concluded on page 72)

**FOR SALE**

5 STREAMLINE DUGRENIER CIGARETTE VENDORS—\$37.50 each.

5 STEWART-McGUIRE FOUR-COLUMN CIGARETTE VENDORS—\$22.50 each.

8 ROWE ARISTOCRAT SIX-COLUMN CIGARETTE VENDORS—\$25.00 each.

10 SEEBURG EIGHT-RECORD SELECTIVE AUDIPHONES—\$42.50 each.

EMERY J. GOUSSET

272 S. SCHUYLER AVE., KANKAKEE, ILLS.



*Stop and Shop!*

*AMERICA'S FINEST TRIPLE BULK MERCHANDISER*

## **"THE CHIEF"**

**The ideal Vendor for all locations**



These new vendors are the finest bulk merchandisers obtainable. They vend everything, Pistachio nuts, candies, peanuts, charms, etc. They are finished in three tone Porcelain Enamel, Slug Proof, Rust Proof, Pick Proof and Low Priced.

**WHEN IN CHICAGO DO NOT FAIL  
TO VISIT OUR FACTORY, where  
you will see these two GREAT  
MACHINES.**

**WRITE AT ONCE FOR COMPLETE DETAILS AND PRICES.**

**VICTOR VENDING CORP.**

**4203 Fullerton Ave.**

**CHICAGO, ILLINOIS**



## Greetings

(Continued from page 70)

of a new sales outlet at a time when recession was threatening to wipe out the results of many years of honest labor. The coin machine industry brought business to lumber companies, glass factories, hardware manufacturers, the railroads, paint and varnish companies, machinery builders and numerous others. It eased the unemployment problem by giving work to many thousands of men. It was an industry unafraid when a large part of our experienced industrialists were held back by fear. It showed that there is always a profitable place in the world for initiative and new ideas.

There is no reason to believe that an industry whose owners have already met and defeated the greatest obstacles will be unable to cope with any problems that may arise in 1938. That there will be problems goes without saying. There always are. And the industry whose management is alert, keen and quick to grasp the right solution to industrial perplexities always comes through with flying colors.

Industries whose existence is based upon false premises will have a hard row to hoe in 1938. But the coin machine industry is sound business, based upon an idea that cannot be dismissed. It has proved its right and its ability to prosper. That it will do so seems obvious to me, and I know that it has the best wishes of every industry that has increased its capacity and has profited through a mutually pleasant and beneficial alliance.

We expect great things in our own business in 1938, not because we expect the year to bring any wild rush of unsought and unearned business but because we are doing everything in our power to merit additional trade. I do not believe there is any magic formula for making a year "good" or "bad". Business has a habit of going to those whose efforts deserve it.

A personal observation in passing is that I believe coin machine manufacturers have learned to build their products more substantially and care-

# IF STONER

**AURORAN** **SKILL DERBY**

And all the hits from the Show!

## Paul A. Laymon

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

**1503 W. Pico St. DR. 3209 Los Angeles**

fully. I predict that 1938 will see more attention than ever before given to the materials and workmanship that go into the finished machines. With the improvement in construction and mechanical detail, along with the ingenuity that has been characteristic of the industry, the coin machine business will be entitled to increased prosperity in the coming year—and it is my conviction that the industry will always receive its just rewards.

—W. C. SHINN

President, Chicago  
Lock Company, Chicago.

## Canadian Coinmen

hope for bright 1938.

MONTREAL, Canada. (RC)—Distributors and operators of coin machines in Quebec province hope for a brighter 1938. For some unexplained reason Quebec Provincial Police chose the approach of Christmas to stage a series of drives which have made it difficult to place machines on which there is even the slightest element of chance. Machines which return something for the coin invested are in increasing demand.

Among questions due for settlement before the courts are: the age-old problem of what constitutes a gambling machine, under what circumstances are such devices seizable, what are the relative degrees of chance and skill in the operation of the more popular games, does the use of tokens exchangeable for merchandise confer the law's benediction on pin games. Other obscure points may be discovered when suits for return of seized equipment are heard.

## Sales Tax

helps gum sales.

DAYTON, Ohio. (RC)—The Ohio sales tax is a big help to the operator of gum machines, declares Charles H. Kisecker, regional manager for the Best Cigarette Service of Cleveland. The odd change resulting from the tax causes many individuals to put their pennies in the gum vendors, if these machines are in sight of the customer at the cash register.

During the latter part of 1937 Kisecker was spending a great deal of time putting Mills gum vending machines in locations in Dayton and the surrounding territory. These trim-looking devices, so unlike the cast iron affairs that were placed along the streets in the old days with a little man in them who trucked around at the drop of a penny, are welcomed by store owners because of their neat appearance, the Dayton man declares.

Kisecker finds grocery stores, delicatessens, factories, laundries, Y. M. and Y. W. C. A. lobbies, or any place masses of people gather, the best locations for gum vendors. Particularly good collections, he said, come from machines in local factories.

Since gum vendors are small, when Kisecker and his men go out hunting locations, the machines can be taken right along. Stepping into a store with one of the bright devices under his arm, Kisecker has no trouble getting the proprietor to accept it. Wherever machines are placed, agreements are signed.

In some spots the gum machines have been so heavily patronized, proprietors have asked Kisecker to take them out for a short period until they have disposed of some candies they had in stock. But they have the machines brought back in, owing to the fact that the vendors take care of a lot of nuisance sales without any trouble to the proprietor.

Kisecker reports children the biggest patrons of the gum vendors, with girls who smoke a close second.

A young lady who had never seen a game of baseball attended one with her escort. "Isn't that pitcher grand?" she said. "He hits their bats no matter how they hold them!"

## LADY LUCK

1200 Hole Form 4190

Takes in . . . . . \$40.00

Pays out . . . . . 19.00

Price with Easel—\$1.46

Plus 10% Federal Tax

HOLIDAY BOARDS, HOLIDAY  
CARDS, HOLIDAY HEADINGS

CHAS. A. BREWER & SONS

Largest Board and Card House in  
the World

6320-32 HARVARD AVE.  
CHICAGO, U. S. A.



## TRIPLETS

Nut or Candy Penny Vendors that have no equal for simplicity, attractiveness, results and cost.

**Davis Metal Fixture Co.**  
LANSING, MICH.

72

COIN  
MACHINE  
REVIEW



## Minneapolis Alderman

solicitous over welfare of students.

MINNEAPOLIS—An alleged tendency of young people in the University of Minneapolis campus vicinity to play pin games not merely as amusement but as gambling devices, sent the city council ordinance and legislation committee to delving into the vagaries of games of skill as related to games of chance early in December.

Second Ward Alderman W. Glenn Wallace was the cause of it all. He appeared before the committee proposing to boost the license fee on games from \$25 to \$75 each in order to employ additional inspectors to stop the gambling.

Also before the committee were members of the Minneapolis Amusement Games Association, headed by Don Leary, secretary, and Robert Cowling, attorney, as chief spokesman.

Alderman Wallace insisted that "we are against having a non-gambling machine being made into a gambling machine." Attorney Cowling countered with "But the mere fact that certain proprietors make use of the machine for gambling purposes is not good reason why a majority of the proprietors should be penalized."

Cowling, continuing, pointed out that if the machines were gambling devices the city had no right to license them; if they were not, then the city is not justified in establishing a prohibitive license. Economic factors—change in games, investments, employment of some 200 in the business—were mentioned, and it was clearly indicated the proposed license would be more than the traffic could bear.

At this point, smiling to himself, Alderman Edwin L. Hudson rose to point out that the whole discussion was a waste of breath. The present license period does not expire until November, 1938, and nothing might be done about it until that time. He suggested that in view of that fact the matter be laid over till sometime next summer. It was.

In the meantime, laughingly commented the "Minneapolis Journal": "Alderman Wallace is concerned to find university students playing pin-ball machines as gambling devices, and not merely for amusement.

"Lessees of the machines, it seems, have been known to reward winning



Just built and occupied, the new building housing the showroom and offices of Guarantee Distributing Co. of Indianapolis, Indiana distributors for Wurlitzer Phonographs, is shown above. Below, right, are the private offices of General Manager Paul F. Jock where he and others confer on the firm's policy of 100 percent cooperation with operators. Shown are Frank Schmoie, Harold Cohen, Jock and Harry Sklare. In the circle Jock himself is handsomely supported by a Wurlitzer machine.

players with prizes of cash or merchandise.

"This will come as a shock to the patrons of the pin-ball devices. To find that they have really been gambling, albeit unwittingly, will make the young folks despondent, conscience-stricken. They should feel grateful to the Alderman for his solicitude, his splendid effort to protect them from an immoral misuse of the pretty pin-ball toys.

"The Alderman proposed to boost the license fee from \$25 to \$75, and with the added income to hire inspectors to 'stop pin-ball gambling'. That is like making a small boy go and cut a switch for use on his own person. If every machine had its inspector, what fun would there be, and who would pay money to play it?

"Anyway, it seems that the present licenses run until next November, so the proposed ordinance was laid over until

next summer, or some time. Meanwhile, boys and girls, please remember that pin-ball machines are to be used for amusement only, and not for gambling purposes. It is naughty to win money or merchandise. If you lose, you can take comfort in feeling that you are being good boys 'and or' girls. The percentage of sinners usually is small."

**McCALL NOVELTY CO.**

### McCALL'S SPECIAL SALE

Chico Derby	22.50	Daval Races	3.50	Pace Comet	39.50
Daval Speed	27.50	Draw 21	3.00	Reliance Dice	17.50
Chicago Dux	49.50	Daval Derby	14.50	Rola Score	49.50
East and West	19.50	Reel Dice	4.00	Bally Eagle Eye	120.00
Football, 1937	49.50	Reel 21	3.00	Pace Bantom 25c	17.50
Home Stretch	25.00	Reel Spot	12.00	Jennings Race	59.50
Power Play	32.50	Three Jacks 1c	4.50	Club	27.50
Silver Flash	42.50	Mills Dial	17.50	Carom	49.50
Long Beach	35.00	Mills Q. T.	22.50	Pikes Peak	5.00
Ricochet	9.50	Mills Blue Fronts	42.50	Sand Stand	39.50
Track Meet	35.00	Mills Yellow	32.50	Paddock	59.50
Track Stars	3.00	Fronts	41.50	Bazaar	
Blue Bird Dice		Mills Futurity			

3147 LOCUST ST. ST. LOUIS, MO.

VENDING MACHINES

## CHARMS

MORE THAN FIFTY KINDS ASSORTED ONE GROSS PACKAGE

### 75¢

JAPAN IMPORTING CO.  
530 GRANT AVE.  
SAN FRANCISCO, CALIFORNIA

Postage Prepaid

## SENSATIONAL

New Assortment Every Month

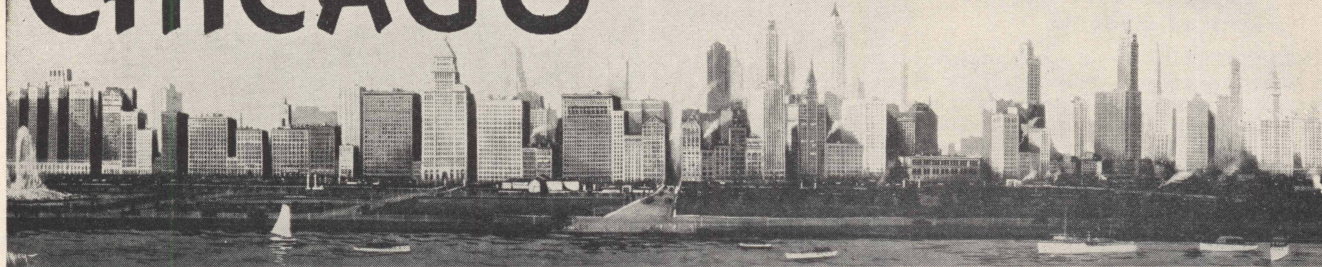
Special Selection if desired

Prices Accordingly

WRITE FOR SAMPLE



# CHICAGO



## Exhibit Begins

thirty-eighth year.

CHICAGO.—Since 1901 Exhibit Supply Co. has been manufacturing coin machines and with the year just completed a banner one, plans are now under way to make 1938, the firm's thirty-eighth, the finest and most successful of all years. According to the report of Leo J. Kelly Exhibit products were in demand in practically every part of the world, and the plant was in operation continuously without a day's shutdown, despite adverse territory conditions.

Regarding the future Kelly declared, "During 1938 the products we will make will be predicated upon the demands of the operator. Already we have under construction several new machines that will make money in territory closed to pin games. These machines are not just machines that we 'hope' will make

money, but they are machines that have already been proven and demanded by the public and operator alike.

"These new creations will be on display at the Coin Machine Show in Chicago where our five large booths will be overflowing with money-makers for operators. Regardless of territory conditions, Exhibit will have just the equipment needed. 1938 will be good to operators alert to their opportunities and Exhibit will continue to serve each operator so that, working together, increased success will come to each of us. We have always considered the operator a partner in our business. His success is our success and 1938 will be the biggest year for both of us."

\* \* \*

"All joking aside, don't you think modesty in a pretty girl is becoming?"  
"Yes—obsolete."

## Service Department

has educational function.

CHICAGO.—Why should the manufacturer maintain a service department for operators? W. E. Hall, head of Rock-Ola's service department knows the answer. He believes in the old age "an ounce of prevention is worth a pound of cure," and, he explains, "It's our job to keep satisfied customers satisfied."

Pointing to the fact that crack streamlined trains run without a jar in their smooth performance, due to the fact that servicemen are always on the job, Hall indicates that a need was seen for a highly specialized and technical division to keep the business of operators running smoothly, insofar as equipment is concerned.

Himself equipped to deal with problems of the "man in the field," Hall's department is still a part of the sales division, where it logically belongs. The serviceman literally has "his ears to the ground" and can pass on many helpful suggestions to the sales department for he is closest to the everyday problems of the operator. Rock-Ola's service department has three definite functions, Hall indicates: the handling and sale of parts for all Rock-Ola equipment, an intensive educational program for the servicemen of distributors and operators who check the precision performance of any Rock-Ola product and, in a very few cases where the problem may be too complicated for handling by the local service man, the servicing of equipment generally.

Particularly sympathetic to smaller operators who are not in a position to employ experienced servicemen, the service department also maintains a repair subdivision as an accommodation to Rock-Ola customers.

"We're the school-teachers in this game," Hall explains. "If the customers will learn, how to take care of their equipment they won't have to stay in after school and watch their competitors stepping out ahead of them to richer rewards." And to that end the Rock-Ola service department maintains a continuous educational campaign, co-operating with the engineering department and publishing service manuals, operating diagrams and trouble-shooting data.

## FREE PUSHCARDS

and circulars to Operators and Agents on our Deals. First time ever! Get it! Best known American Watches, Pure Silk Hose and Stormlites get the business. 120%. By far your best bet for 1938. If you travel we collect for you. That's co-operation! Write

Conrad Co., CB-186, Altoona, Pa.



Bill Happel of Milwaukee's Badger Novelty Co., and Bally's General Sales-manager Jim Buckley battle to get the final deciding ball on the new Bally Baskets machine. Ray Maloney, Bally head, referees the game.

**IF BALLY... makes it**

**BALLY BASKETS**

And all the hits from the Show!

**ZEPHYR**

**Paul A. Laymon**

**LAYMON  
sells it**

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES  
**1503 W. Pico St. DR. 3209 Los Angeles**

**74**

COIN  
MACHINE  
REVIEW





## Philadelphia Coin Machine Operators' Association

President—MARTIN MITNICK; Vice-President—FRANK ENGEL; Financial Secretary—BEN HANKIN; Secretary—JACK BRANDT; Treasurer, B. STEIN.

By HARRY BORTNICK

Attesting to the satisfactory efficiency of the entire group of Association heads, the membership voted unanimously at the last meeting to retain the old officers for another year. No candidates were even placed in ballot against them, so overwhelming was the agreement that their work and direction was pleasing to the entire organization. Even the Board of Directors, usually the hotbed of dispute during election in any organization, was not changed by as much as a single man, and is comprised by Louis Sussman, Sam Pinkowitz, Sam Stern and Cy Glickman.

Re-election of the same officers for another year was ample evidence of the confidence which the association has in the men and their abilities. It was hoped by all that the same good management which has bettered the Association during the past year will continue during 1938.

President Mitnick thanked the individual chairmen of the various committees for their excellent cooperation during the past year and announced that the only change in the chairmanship of committees yet made would see Ben Witt, witty and clever press agent and publicity head for the organization, acting as chairman of the grievance committee for the next year. Other chairmen would be announced later.

The membership was in complete agreement with the program of traveling to Chicago with the members of the phonograph operators' group, so that the Pennsylvania Railroad would give them a special car for the trip. Arrangements for this Association were being handled by Jack Brandt who reported that between fifty and sixty men would take the trip to Chicago.

A special committee was appointed by President Mitnick to be composed of any of the Board of Directors going to

## FACTORY DISTRIBUTORS for MILLS NOVELTY CO.

A. B. T. Mfg. Co.  
American Chicle Co.  
Bally Mfg. Co.  
Chicago Metal Mfg. Co.

Columbus Vending Co.  
Daval Mfg. Co.  
Electrical Products Co.  
Evans, H. C. & Co.

Exhibit Supply Co.  
Groetchen Mfg. Co.  
D. Gottlieb & Co.  
Western Equipment & Supply Co.

## KEYSTONE NOV. & MFG. CO.

26th and Huntingdon Sts.,  
PHILADELPHIA, PA.

Chicago, to meet with Manufacturers to discuss good and welfare of the amusement game situation. It was announced that in order to handle the affairs of the Association more closely, Bernard R. Cohn, one of the organization's attorneys will go to Chicago where he will meet with authorized groups to discuss the mercantile tax situation confronting the operators in Pennsylvania.

Plans were begun for the annual banquet, although no definite action will be taken until after the Chicago convention. The exact date of the banquet has not been decided but an arrangements committee has been appointed, composed of Joe Cohen, Irv Newman, Sam Lerner and J. Sloan, who have promised to do their best to make this year's gathering as good as the last one. They assured the banqueteers that they would do their utmost to secure the best talent, entertainment and food obtainable.

### Personals:

It's becoming difficult to find a Bumper or Skipper around town. Practically everyone who owned either of these machines has converted it into a Poko-Lite and they're singing high praises of Cy Glickman for finding a way in which they could salvage something from this obsolete machinery. Cy says he has had so many repeat orders, after the first conversion into a Poko-Lite that he is making a special offer on three or more conversions.

Watch for Cy and his "Steppin Sam" dancin' board at the show. All the boys will sure have plenty of fun with this

toy that is Cy's newest and most up to date invention. Plenty of phonograph operators in the section have told us that they're doubling their take since they put a toy in each location. Costs them a few cents and they get out dollars.

### Detail Essential

to success, engineers  
believe.

CHICAGO.—Nothing is too unimportant for attention, officials of the J. P. Seeburg Corp. believe, and to their care in small matters they attribute much of the success of Seeburg Symphonolas in the music operating field. Not such a small stone, the first one they "didn't leave unturned" was the matter of acoustics; in their employment of skilled engineers whose special jobs and problems are limited to those centering around reproduction, officials believe they are upholding a paraphrase of the old proverb—"the proof of the pudding is in the eating." Constantly alert, the designing of Symphonolas for finest acoustics, and the continual improvement in reproduction is being left in the hands of those most competent to give the operators the finest possible equipment.

Likewise, officials claim, the detail of finishing machines for greatest beauty is essential to highest earning power, and carefully chosen woods, skilled wood designers and engineers and the finest grade of wood finishes are all contributing factors to the beauty and profit of Seeburg Symphonolas.

## OPERATORS!

Let Us Convert Your Bumper or  
Skipper Games Into a  
Game Called

## POKO-LITE

Every Bump Shows a Different  
Hand, and With Each Bump, the  
Hands Get Better and Better!

**\$1650**

- New Paint Job.
- New Scoring System
- New Panel Glass
- Picture of 5 Cards in a 4-in. Square



Give your old game a  
new wallop. Has been  
tested on location and  
proven successful!

POKO-LITE will give you six more months of play. Cabinet is completely repainted a beautiful spotted red. You and your customers won't recognize the game, it is so converted. Registers CARDS instead of NUMBERS, up to a ROYAL FLUSH.

Just send us your BUMPER games prepaid, we'll pay the freight one way, and we'll send you back your game completely converted into a POKO-LITE C.O.D. **\$16.50**

\$12.50 ea., in lots of 3 or more. Don't send legs or bolts. Bumper POKO-LITE Machine, Complete Without Trade-In, formerly \$29.50.....Now \$23.50  
Skipper POKO-LITE Machine, Complete Without Trade-In, formerly \$35.50.....Now \$32.00

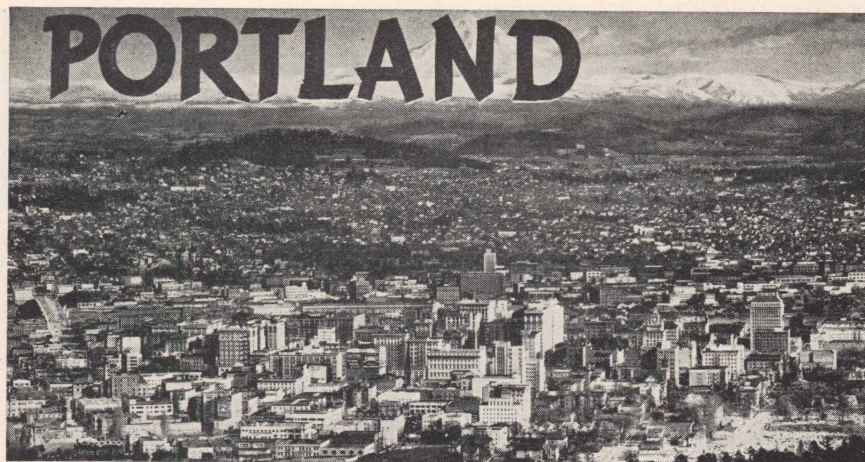
5062 Pennway Ave.

**GLICKMAN COMPANY**

Philadelphia, Pa.



# PORTLAND



## Portland

center of activity;  
many visitors.

PORTLAND. (RC)—Evidence of a good month locally comes with report that stocks of the Jack R. Moore organization were drawn on heavily during December. Sales in the Northwest were supplemented by exports from San Francisco to Tasmania and South Africa. Adams and Barr, large operators and dealers in Johannesburg were on the Coast on a business tour, and placed the South African order. From other coinmen came equally good reports of December sales and activity.

Other visitors to Portland included Paul H. Miller of Chicago, who was in town for several days in the interests of Bally Mfg. Co. So far as could be recalled, this was the first Coast trip ever made by a Bally factory representative.

George Cusick, Jr., of Spokane, came down to Portland to join his family in holiday observances.

Fred Fields, Wurlitzer District Manager of Seattle, gave a party for Wurlitzer operators at the Multnomah Hotel the evening of December 30.

Herman Levin, ex-Portlander, celebrated his first anniversary in business in the Idaho field, at Boise, a few days ago, and Ace Arnsberg went up to help him.

## Punchboards Okehed

SALEM, Oregon. (RC) — The Salem city council has passed an ordinance legalizing merchandise punchboards. One of the provisions is that the license fee shall be five percent of the gross selling price of the boards, with a minimum set at 50 cents. Payment of the license fee will be evidenced by appearance of stamps sold by the City Recorder.

## Streets "Picketed"

PORTLAND. (RC)—By the end of February the narrow streets of this city which was founded by New Englanders and named by the toss of a coin for choice between "Boston" and "Portland" will look like an old-fashioned picket fence, it is publicly opined. Being a sucker for everything new and widely known as the town where every kind of traffic signal device is sold and there is anything but standardization in these things, by a narrow vote of 3 to 2 the city council has authorized installation of Dual and Karpark parking meters. Revenue will be divided 50-50, and while it is said they are to be installed experimentally it is a foregone conclusion that they will stay a long time. Other meter manufacturers have been invited to install equipment in the outer fringe of the congested district. If only they could work some sort of payoff attachment, operators might get a crack at the business, too.

## Holiday Anniversaries

SILVERTON, Ore. (RC)—Bud Cross, a local operator, seemingly has arranged to make it easy to remember anniversaries in his family. He was married on a holiday and has two fine children, one of whom was born on Halloween and the other on the Fourth of July. But that's not all. He's now proud father of a third, and the latest youngster arrived on Christmas Eve.

"Was she a blind date?"  
"No, she saw through my intentions right from the start."

"Does your wife play bridge?"  
"I don't know. She tried to show me how it is played, and if bridge is the game she tried to teach me, nobody can play it."

## To Chicago

PORTLAND. (RC) — Many are planning—but those who have definitely decided to go to Chicago to the Show include Jack R. Moore, who planed out on the twelfth, and Harry Arnsberg who will follow his stay in the Windy City with a swing around to Florida. Harry doesn't look in the least as though he needs any tropical tan for he has lots of color from exercise on the local golf links.

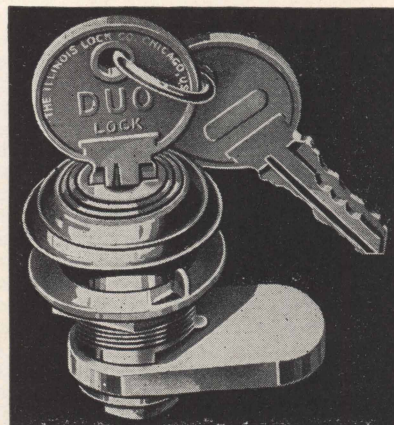
## Kulick in Detroit

DETROIT. — Met here by Harry DeShryvers and Harry Graham who head the U-Pop-It Co. of Michigan, Ben L. Kulick, vice-president in charge of sales of Ranel, Inc., of Chicago, manufacturers of the U-Pop-It automatic corn-popping and vending machine, is in Detroit for the purpose of making an extensive survey of the entire state of Michigan for promotion of the machine. Both DeShryvers and Graham reported themselves extremely optimistic over the U-Pop-It machine. Orders have already been booked from practically every portion of the lower part of Michigan, it was indicated.

\* \* \*

"Darling," she cooed, "I've just read that a man up north exchanged his wife for a horse. You wouldn't trade me for a horse, would you?"

"Never," he dutifully replied. "But I would hate to have anyone tempt me with a good car."



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SPECIFY DUO LOCKS**

*The Lock Experts Couldn't Pick*

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

*The* **ILLINOIS**  
**LOCK Company**  
737 W. JACKSON BLVD., CHICAGO, ILL.

**IF EXHIBIT... makes it**

BOBS

RED DOG (Counter)

And all the hits from the Show!

**Paul A. Laymon**

**LAYMON  
sells it**

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St.

DR. 3209

Los Angeles

**76**

COIN  
MACHINE  
REVIEW



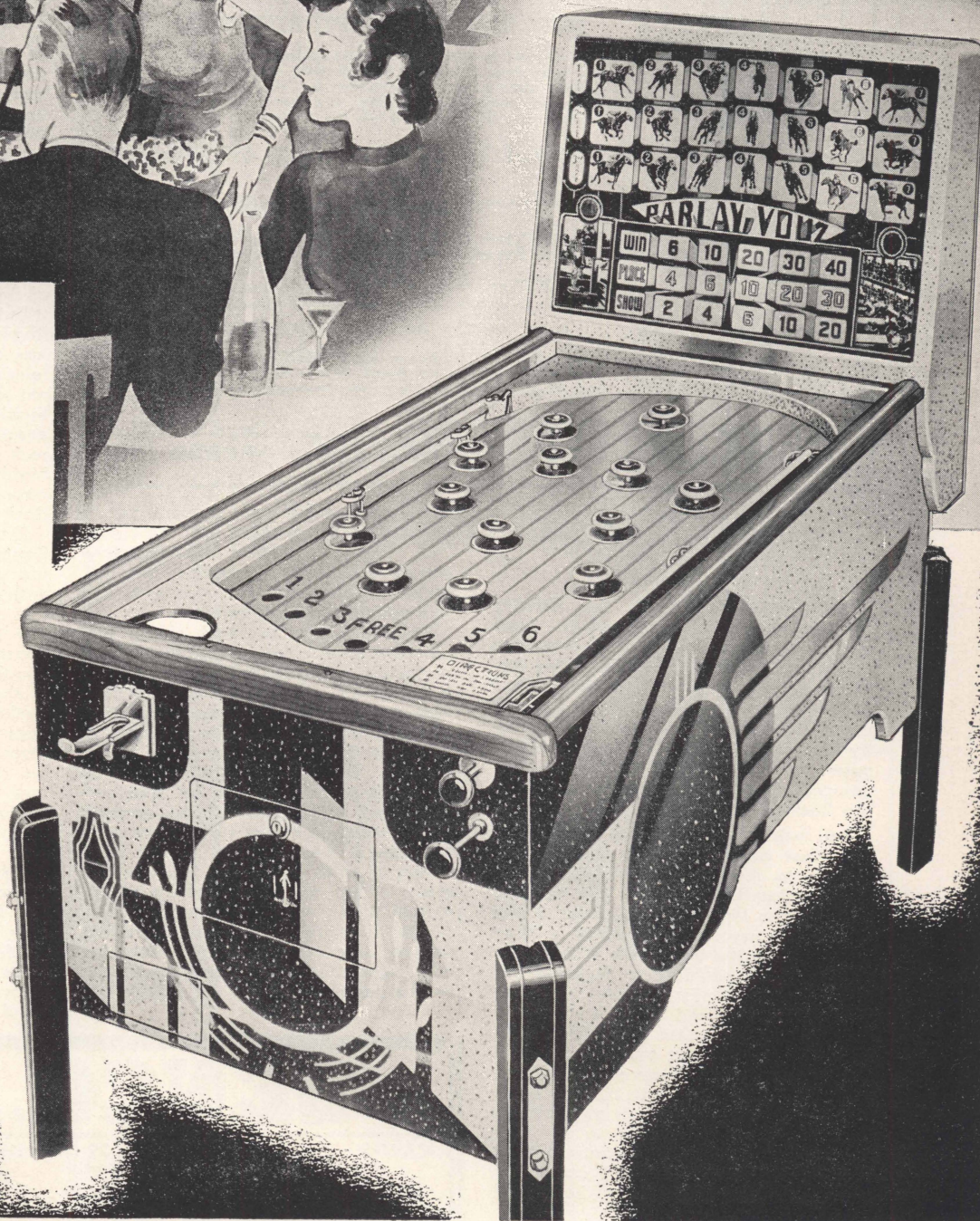
# PARLEY-VOUZ

## Hinkey-Dinkey Parley-Vouz

Here's a game  
that's made  
for you.

1 ball play  
multi chute  
with mystery  
odds.

**\$149<sup>50</sup>**



*West Coast Distributors*

# STONER CORPORATION

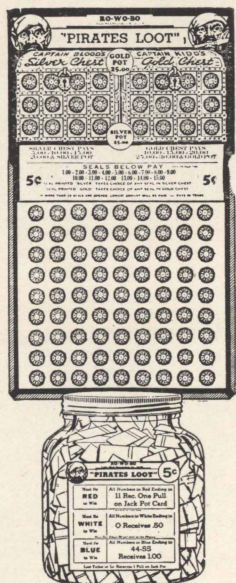
ADVANCE AUTOMATIC SALES CO.  
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AURORA  
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# WERTS SENSATIONAL . . . PIRATES LOOT



**VISIT**  
BOOTH No. 164  
at the  
CHICAGO SHOW

**WERTS NOVELTY CO., Inc.** Dept. C.M.R. 1  
MUNCIE, IND.

## NEW RO-WO-BO TICKET JAR DEAL MAKING A BIG "HIT"

A ticket Jar "gold mine" with everything any operator could want . . . fast play—big profits—long life. Popular with the players . . . lots of action. Available in 5c and 10c play.

### 105 SEAL JACK POT CARD

Pays \$1 to \$30! 10 Seals Opened Each Deal

### NEW EXCLUSIVE OPERATOR'S PLAN!

Pirates Loot is manufactured exclusively for operators. On our new plan, it will be sold to only one operator in each county. Here's your opportunity to "clean up"! Introduce this new deal now knowing you are fully protected on repeats. Get the details quick while territory is open.

2520 Red, White, Blue Tickets—110 Winners!

#### Take—Payout—Profit

2520 Tickets at 5c takes in.....	\$126.00
Total Payout (Average).....	83.90
PROFIT per deal (Average).....	\$ 42.10

10c Play pays \$62.10 average profit.

WRITE TODAY for details about PIRATES LOOT and other new WERTS Ticket Jar Deals on our new Exclusive Operator's Plan. Attractive big profit discounts. Send NOW!

## Boston Speaks

By WILL MAINE

BOSTON. (RC)—With the Holiday Season come and gone and its usual aftermath of business just dragging along, at least for the jobbers and distributors, all eyes are turned toward Chicago at this writing, and the many innovations in the Coin Machine Industry that are copiously displayed in these pages, which undoubtedly you will glimpse by personal attendance at the big Show.

You fellows from the West Coast, Middle West and Southwest will have a chance to meet some of these hardy New Englanders that keep the industry alive in the Northeastern corner of the States, for we queried many if they were making the trek to the Windy City and received scarcely a negative answer. Subsequently we are sure that much New England shoe leather will be ground out around Randolph, Dearborn, State, Madison, and not to slight Chicago's venerable streets, we'd better say that territory set in the corner of that prodigious lariat of elevated tracks commonly referred to by Chicagoans and veteran itinerants as "The Loop". . . . While we're at it, somebody from the famous Michigan Boulevard might be listening, too.

Dave Bond, the big Boston manufacturer of the well-known Snacks merchandising machines, told us he most certainly intended being at the Show to attend his display and have reunion with his widely scattered representa-

tives and distributors. Among those he expected to be present are: Edwin A. Eves, Western regional representative; John R. Burch of Los Angeles, and R. J. Fry of Seattle, and other mid-west and southeastern representatives.

While visiting the head of the firm we were shown the new model called the Snacks Detector, a model especially designed for what Bond termed "troublesome locations," those industrial spots where customers are so prone to figure out little didoes for gypping the operator. The detector model certainly works, as was witnessed by your correspondent when Bond himself made a sorry attempt to set us up to some nuts from one of the machines with a wide variety of slugs. Of course we wouldn't admit it, but we were awfully disappointed when we didn't get any nuts. Mr. Bond, though, was glad we didn't get any nuts, and he said he hoped a lot of operators would be glad that a lot of other people won't be able to get any nuts . . . with slugs. We still missed

the nuts . . . but after mulling it over we silently acquiesced and then showed plainly by word and face that we would willingly forego our portion of nuts in order that the nation's operators wouldn't have to be settin' 'em up without knowing it . . . that is, until coin-box emptying time.

Barney and Louis Blatt of the Atlas Coin Machine Co., Boston, expected to leave Boston on or around January 12 for Chicago, where they will look at, talk of, and arrange delivery of Seeburg Symphonolas, and divers other machines that may strike their eyes. Accompanying them, unless present plans go awry, will be Frank X. Lambert and Al Coulter of Worcester, Mass., and Ralph Colucci of Waterbury, Conn. All, Barney tells us, are very eager to see what the industry has been hiding up its sleeve. "These new machines," he intimated, "are the merchandise with which we must make next year's bread and butter, and naturally we are all like kids the night before Christmas. We can hardly wait to empty the stocking and see what our industry's Santa Claus has brought us."

When asked if they would drive the 1040 miles to Chicago, all the Boston boys said an emphatic "NO!" They will go by train.

George J. Young and J. V. Fitzpatrick of Boston's Westrock Co., Rock-Ola distributors, will also be present at the Show. The same company's Mr. Walsh has been making an extensive and intensive coverage of the Union's smallest state, Rhode Island, and has been highly successful in bringing new operators into the Westrock fold. The Westrock secretary told us that Young was highly elated with the beautiful brief case sent as a Christmas gift from Rock-Ola's Chicago office.

On January 4 and 5, at the Copley Square Hotel, Boston, there was a showing of the new Wurlitzer phonographs, with E. H. Petering in charge. Assisting him in the ceremonies was J. A. McIlhenny, the District manager. Open house was held for two days with the usual affable and generous hospitality of the Wurlitzer firm in evidence. Refreshments and all that go to make a happy two-day period for visiting operators were graciously attended to by the above mentioned gentlemen. The new Wurlitzer counter and console model, plus the sensational 24-record model were shown with satisfactory results evinced by the prodigious sales made during the forty-eight hours.

Ben Palastrant of Supreme Vending Co., Boston, that Wurlitzer-minded man from Washington Street, will be right on deck at the Chicago Show, and expects many of his New England friends to make the trip with him. Right off-hand we don't know of a more enthu-

**IF GENCO... makes it**

CARGO JUNIOR (Counter)  
And all the hits from the Show!

**Paul A. Laymon**

**LAYMON  
sells it**

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES  
1503 W. Pico St. DR. 3209 Los Angeles



siastic man in the music field than the slightly rotund Ben, and we should add too, that we don't know of anyone that gets better results for his unwaning efforts.

On our monthly visit to Ben's headquarters we had the pleasure of getting materially acquainted with the new U-Pop-It machine. This time the treat was on Ben. "Come here," he said, dropping a nickel into the machine. "There she goes; see it in action and you've got your own story." We got it and with it a bountiful sized bag of the warmest, freshest, tastiest morsels of popcorn which the shaker attached to the machine allowed us to salt to suit our own taste, and all in less than a minute. Action took the place of words in this specific incident, for all conversation ceased until we had devoured the contents of the short but wide-mouthed bag with plenty of fist room. When we had reached the bottom of the bag we noticed one thing: the machine had not only turned out a deliciously-flavored job, but it had left none of the usual dregs of hard, burned and unpopped kernels invariably found in the corn bought from owners of the old fashioned manual machines. We thought of the old axiom, "Do one thing at a time and do it well." The U-Pop-It machine does this for it turns out only one batch at a time, and no matter how many might be waiting, the machine will not turn out any half-done jobs.

In addition to the fine finished product that it turns out for a nickel, its attractive modern design along with its compactness and sanitary baked-enamel finish, the machine should be a welcome addition to the fixtures of the most modern equipped location. Some merchandising machines have lost money by being placed in inconspicuous places or corners on a location. But TRY to hide the U-Pop-It machine! Even the uninquisitive nose will hunt it out, for the delightful aroma of its freshly popped, butter-soaked corn-puffs agreeably permeates the air and attacks instantly the olfactory nerves, or sense of sniff, if you want it that way. We predict that this machine will make money even in Scotland.

## Bingo Ball Gum

revives profit, stimulates ball gum machine activity.

NEW YORK CITY.—While certain ball gum machine operators knew Bingo Ball Gum was an amazing profit-taker, the source of supply remained hidden until the last week in December when, after weeks of extensive preparation and tests in various parts of the metropolitan area, the Bingo Ball Gum Mfg. Co. made itself known.

Its name a trademark registered in the U. S. Patent Offices, and the entire idea protected by copyright, Bingo Ball Gum allows the ball gum machine purchasers actually to play the game of Bingo with the balls of gum that come from the machine. In the penny-play machines there are 100 bright-colored-foil-wrapped balls of gum which give the buyer a chance to fill out a small card which has five squares on it by obtaining five separate balls of gum with the letters B, I, N, G and O. When completed the set is worth 20 cents in trade at the location. At the same time

# 500% INCREASED EARNINGS

for your **OLD GAMES**

*This Game*

## DIVVY DEND

EQUIPPED

## AMAZING INVENTION INSTALLED IN A FEW MINUTES

**Soon Pays For Itself On Any Payout or Novelty Game**

"Goat Glands for Gone Games" . . . that's how we describe DIVVY-DEND. For DIVVY-DEND does things to the productive powers of "played out" games that you'd never think were possible. You quickly install it in a few minutes on any payout or novelty game . . . stick on the flashy 4 color "de-cal" (shown above in actual size) . . . and watch things hum! Where the payout or pinning is tight, Divvy-Dend loosens 'em up, and your "Wallflower" game becomes the life of the party. Where your games have been paying you \$5.00 a week . . . they'll pay you \$25.00! **Because DIVVY-DEND gives them what they're after!**

**Divvy-Dend Location Tested Three Months . . .  
Has Never Failed to Quintuple Earnings**

### READ HOW IT WORKS!

DIVVY-DEND is an **automatic-profit-sharing** device that pays dividends to players every 20 games . . . a **Grand Payout** once in 80 . . . a "Super Jack Pot" every 400 plays. It's "Shark-Proof" . . . can't be cheated. Payouts can be **Automatic** . . . or by illuminated signals on the play field. But wait! After 3 months' tests on scores of games in as many different locations, DIVVY-DEND has never failed to produce **at least** five times greater **NET** earnings, **regardless of the game on which installed!** They have been **PAYING FOR THEMSELVES** in less than a week. Claims supported by affidavits from scores of location owners and operators. Some have even reported a **TEN-FOLD** jump in **NET REVENUE!**

## Order Today . . . Or Get Details Quick

If your games have been paying \$5.00 a week . . . \$25.00 would be **great stuff**, wouldn't it? Then see Divvy-Dend at the **GUARDIAN ELECTRIC** display, Booths 206-207, at the Coin Machine Show. Learn what it is doing to revive "played-out" games. Then order a few DIVVY-DENDS. And watch them jump your earnings three times . . . four, eight or ten times what you've been collecting!

Manufactured and Sold under U. S. Patent No. 2099732

# GUARDIAN ELECTRIC

1621 W. WALNUT STREET CHICAGO

the buyer can also obtain a ball of gum in which will be a small wrapper marked "Bingo Gum" which is worth three times the purchase price in trade allowance.

The same idea holds true in the five-cent ball gum vendors which are being featured by many operators on bars. The player, on completing the word "Bingo" can obtain \$2 in trade value, and he can obtain 15 cents in trade on obtaining the wrappers marked "Bingo Gum."

Throughout metropolitan New York and the surrounding area the Bingo Ball Gum idea is reported to be spreading like wildfire and many an operator has been seen polishing and brightening old ball gum vendors which have been idle in cellars, and buying addi-

tional machines at low cost, in order to secure these unusually high profits.

Bingo Ball Gum is said to follow out the plan of one of the most popular pastimes the country has known in many years—Bingo. The basic idea is, of course, for the ball gum buyer to get at least one letter of the word with each purchase and to complete the entire word as he buys the gum.

The firm is opening a new factory in Newark, N. J., and the manufacturer is himself an old-timer in the coin machine business.

Sam (to wife at show): "Mandy, tell dat Niggah to take his ahm away fum roun' yo waist."

Mandy: "Tell him yo'se'f. He's a puff-fect strangah to me."





## News from the Chamber of Commerce

LOS ANGELES.—While jobbers held to the growing tradition that Southern California does everything in the biggest way by claiming, variously, that December was either the "biggest month" they'd had, or the "biggest flop," Southern California weather went right on living up to its reputation by giving visiting easterners and natives alike a warm, sunny Christmas and a bright New Year's Day. Dave Gensburg of Chicago's Genco was one of those soaking up the sunshine, following his usual custom of wintering in Southern California. And M. Mervyn Mills of Mills-Viking Co. followed his practice of taking a party of visitors—this time from Detroit—to the world-famous Tournament of Roses. He had to forego the Rose Bowl game, though, going north to San Francisco immediately afterward, instead.

C. C. Goodson, well known Pasadena operator, returned from his three months' trip to Europe just in time to celebrate Christmas at home. To prove he was actually abroad he has stories . . . and postcards . . . but you've got to know

### Do You Want FREE Cigarette Locations?

Locations are actually calling us for machines. We have a large bonafide list of excellent spots for machines, and our regular customers are swamped. Come and get 'em or we'll have to sell the spots direct.

See W. Mervyn Mills at  
**Mills-Viking Co.**

1356 W. Washington Los Angeles

the right sign to get in on either.

The Paul Laymons celebrated Christmas by getting (a week or so early) a brand new Packard sedan, done in Chinese red, and Mrs. Laymon cooked the Christmas dinner with her own two hands. Visitors to the Laymon jobbing establishment during the past month included A. C. Anderson of Shafter, S. Hables of San Francisco's Acme Vending Co., C. E. Gerson, C. I. Hildreth, Phil Brown and Sam Lachenmaier of Bakersfield; C. E. Collard, Eddie Seeman of S. and A. Novelty; W. H. Shorey and I. B. Gayer of San Bernardino, Bill Wolfe, A. J. Fox and E. J. Baehr of San Diego; C. V. Johnson of Ojai, William Cluff of Phoenix, Paul Myers of Pima Novelty, Tucson, Arizona, and Jake Arnoldus of Caliente, Nevada.

W. E. "Bill" Simmons, California District Manager for the Rudolph Wurlitzer Co., celebrated Christmas quietly, but preceded it by giving Wurlitzer operators a break in an advance showing of the new Wurlitzer 124, a 24-record console and two 12-record machines which others won't get until showtime.

Will P. Canaan got several substantial orders for more Northwestern merchandisers as his holiday greeting.

Operator Johnny Hopkinson, who headquarters here, celebrated with an addition to the family. Mother and the newest youngster are both doing nicely, according to report.

Fred Reilly skipped a Southern California holiday season by departing December 21 for New York, New Orleans, Atlanta, and other interesting waypoints. Plans announced at the time of his departure called for a return to the City of the Angels about the last of January.

Bob Stark, president, and Bud Smith, general manager, called in a few friends for a bit of an open house at their new headquarters for National Amusement Co. Operators who didn't get there may console themselves with realization that the thing sort of "grew"

and was by no means a formal housewarming, with all that implies.

Jean and Mrs. Minthorne of the Los Angeles office of Jack R. Moore chose the holiday season as appropriate for entertaining friends.

Russell Hooker, formerly one of the city's better known operators, sold out his business and is now the proud owner of a super-splendid meat market on North Western Avenue.

Harry Kaplan of Southwestern Vending Machine Co. celebrated the close of a good year with plans for removal to larger quarters with more elbow room.

Mohr Brothers took away appetites for holiday meals by stuffing visitors to their showrooms with samples of the corn turned out by Popmatic.

Bill Nathanson, head of L. A. Games Co., prepared for a good 1938 as the old year closed, with a reassertion of his promise of fair dealing to all operators.

W. Mervyn Mills offered cigarette operators free locations if they would come in and get them. His place has been literally flooded with requests from locations and his regular operators are swamped.

And all those whose names have been missed—not intentionally—are certain to have greeted the New Year with a hopeful eye and an eager heart. To one and all—Good Locations in 1938. (Isn't that better than the usual "Happy New Year"?)

\* \* \*

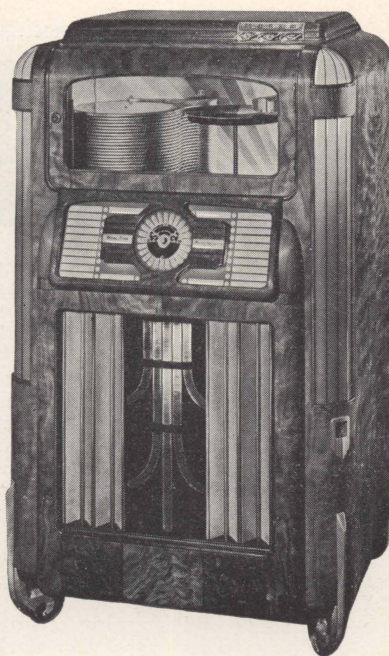
"Can you make me twenty-five again?" asked the rich old miser of the monkey-gland professor.

"Yes," replied the professor, "or eighteen if you like. But it'll cost a thousand dollars."

"That's all right," replied the miser, "I'll have the operation to make me eighteen."

Some time afterward the professor called for his fee.

"Nothing doing," said the miser, "I'm under age, remember, and if you say I'm not I'll sue you for fraud."



## PHONOGRAPH HEADQUARTERS

Where the West's Prominent Music Operators  
BUY, SELL and EXCHANGE

### WURLITZER PHONOGRAPHS

Only **\$49.50** Down

Balance on Easy Terms

Seeburg Selectophones.....	\$35.00	
Seeburg Symphonolas .....	75.00	
Rock-Olas, 1935.....	75.00	
50 1935 Wurlitzer P-12's	} Will quote special low price on request	
35 1936 Wurlitzer 412's		
10 1936 Wurlitzer 312's		
20 1937 Wurlitzer 616's		

Stock on Hand for Immediate Delivery

**L. A. Games Co.**

(Wm. Nathanson)

2833 W. Pico St. PARKway 9191 Los Angeles





## Quick Looks

By D. H. PETSCH

Rock-Olas are the music masters around Santa Rosa, according to S. R. Henderson who started the New Year right by visiting San Francisco and buying several for some new locations he thinks look mighty good up there.

Frank Marty, Jr., operator in San Jose, is up in the air again. This time there's a good reason for it; he's taking flying lessons. His teacher is a well-known priest there.

Ed Mape, Gordon Mills and Lou Wolcher are leaving here January 14 on the streamlined "City of San Francisco" for the Chicago show. Lou intends to go on to New York afterwards and conclude his jaunt in Florida.

An all-day cigar and a fitting holder were the gift of Clarence McClelland to Joe Ziff. It may sound mild in print but the ensemble completely blots Joe out of the horizon when he sits behind it at his desk. The cigar is about 12" x 2" and of fine old Virginia tobacco (but not just the young, center leaves, his associates testify.) The holder is the handiwork of Clarence himself and consists of two Y-shaped pieces of wood fastened vertically to a substantial base. Joe has been smoking the cigar for several weeks with no perceptible dent made in it yet. All in all, it's a gift of great beauty and a very handy thing for the tired business man to have around.

One of San Francisco's leading coinmen confesses that he has had more would-be buyers for the COIN MACHINE REVIEW'S 1938 calendar than for the games so temptingly displayed in the window.

Heinie Grusenmeyer of Advance

Automatic Sales flew back to Dayton, Ohio, the last of December to attend the funeral of his brother, a priest in that city. The COIN MACHINE REVIEW offers the Grusenmeyer family deepest sympathy.

Unwelcome guests paid too many visits to Phil Gionotti's San Jose home so he decided to move to Santa Cruz where he is appreciated. The family has a summer home in the Santa Cruz mountains and frequently spends the week-ends there. On their return to San Jose last week they discovered that someone had broken in and removed all the furniture, two phonographs, 250 records, and 20 pay-out tables. Phil has decided to have everything under one roof from now on.

A boy's best friend may be his mother, but when she can still show Carl Anderson a thing or two at the night clubs it's hard to believe. That is what the smiling office manager at the Ed Mape Co. swears is true. His mother, Mrs. Inga J. Anderson visited him from Denver over the holidays and kept him stepping to keep up with her. They covered all the hotspots several times, he claims.

Bally's Bullseye is Melton Vending Machine Co.'s idea of a game that goes over the top. At least, they have been able to place enough of them to convince themselves that it beats all others this month. They have received 5 new Seeburg Symphonolas, too, which boosts their score and makes their New Year considerably brighter.

The blonde stenographer who has the nice voice over the telephone when you call the Action Sales Co. is the newly acquired Ruth Epstein who replaces Claire Burman. Miss Burman has joined a coin machine firm in Seattle.

P. D. Armour of the Yellowstone Novelty Co. in Salt Lake City, and his wife, embraced the fair city of San Francisco for a few days the first of the year. Lou Wolcher entertained them so strenuously at the Music Box, local night club, that he was on a milk diet for a number of days and had difficulty raising and lowering the cigar from his mouth. The Armours are en route to Los Angeles.

You can't keep a good man down and you can't keep Charlie Fey away from his workbench. The grand old man of the coin machine business was stricken with influenza in December. For awhile it looked as if pneumonia would set in, and Charlie was rushed to a hospital to be near the oxygen tank. He fretted so much for his work bench that he licked the pneumonia at its own game, and was returned home. The only way to convince him that he needed to stay in bed seemed to be permitting him to look at the screws and bolts on his beloved bench, so he was literally carried back to the shop. Charlie is now content to convalesce at home, but he will be back with his boots on to invent some new machine in a few weeks.

Babe Del Lulio, Antioch operator, is a beaming bridegroom. He took a week off for a honeymoon, but the new year found him back on the job with new zip for his work.

Tony Compagno, Bill Corcoran, Lou Wolcher, and Art Brant were among the San Francisco coinmen who attended the New Year's game at the Pasadena Rose Bowl. None of them will admit what he lost, but Alabama was the 2-1 favorite along the Row.

Duck machines and small bowling games may be the fastest moving merchandise on the market in the estimation of the Elbee Co. but they can't be quite so fast as the boys who work there. The place is simply alive with Romance. Carl Bond, one of the owners, was suddenly overcome by it and married the gal. So contagious was the happiness which he shed about the shop that Bob Prosser arranged for his girl to come up from Fresno on New Years. It was a thinly disguised plot, for no sooner was she there than he whisked her off to Reno.

The San Francisco Phonograph Operators' Association held a dinner December 28 to celebrate the last meeting of the year. Turkey, baked ham, and everything that goes with them placed the members in a mellow and receptive mood. Routine business was handled efficiently by President Tony Compagno who concluded by calling upon each member for a story. Those

**81**  
COIN  
MACHINE  
REVIEW

## START THE NEW YEAR RIGHT!

### Get These BARGAINS!

Rotaries, visible chute.....	each, \$57.50
Bally's Golden Wheel.....	each, 49.50
Caroms .....	each, 35.00

A wide variety of all late pay-tables in stock.

### PHONOGRAPH VALUES

Wurlitzer P-12's .....	each, \$119.50
Wurlitzer 412's .....	each, 149.50

## Advance Automatic Sales Company

1021 Golden Gate Ave.

San Francisco



present unanimously acclaimed Sam Kingston winner for the evening.

How to increase your sales 140 per cent was discovered by Cedric Ayers who recently added punch boards and games to his cookie route. During the holiday season he placed candy on his punch boards and he says he couldn't supply them fast enough. And with Lincoln's Birthday right around the corner it looks mighty good.

Frank Vitalli, operator and owner of an orange stand in Healdsburg, has decided to forego the squeezing business during the winter months. He purchased two more Rock-Olas to help him pass the snowbound period.

"Lady Luck" is the nickname Otto Kurzell has earned from the boys on the Row because of his ability to come through automobile wrecks with only a few scratches. Twice before, the car he was driving has been completely demolished. In his most recent accident, his third in a year, he received two fractured ribs and a few minor scratches. His friends insist he has nine lives and is followed by a black cat which, in case you don't know it, brings good luck in months with R's.

"On to the Big Show" has been the by-word in the Bay area for more than a month. Clarence McClelland and his wife drove to Los Angeles after their brief visit in San Francisco and then boarded a train for Chicago where they plan to take in the Show and visit friends and relatives. Joe Ziff left San Francisco on the tenth for Chicago, and is later traveling to New York where he plans to meet his wife and two children and spend a Winter vacation of a few weeks.

Leathurby Co. rounded out the old year by placing 25 Seeburg Royals and Rexes.

Advance showing of the new 1938 Wurlitzers took place January 3 and 4 at the Olympic Hotel in San Francisco under the sponsorship of the E. T. Mape Co. Operators were invited to the affair by telegram and scores of men and women thronged the suite of rooms inspecting the new machines and partaking of the refreshments. Particularly interested were they in the new counter and console model.

Juanita Caro, secretary at the Jack R. Moore Co., received several very fine statuettes from a Los Angeles firm where she previously worked. It is, therefore, with a great deal of suspicion that the Moore office received the message that she was ill at home. They suspect her lying in luxury, gazing at her objects d'art.

Viking Specialty Co. this month took over the Reinhart Novelty Co., distributors for Pacific Gum Merchant. H. J. Reinhart, former owner of the company, is returning to Texas, his old stamping ground. And the other morning Einar Wilslev tore open his mail. From one letter dropped a number of postage stamps but no letter appeared to be inside. It sounds as though Einar has once been a secret service man for he held the envelope up to the light and discovered that the writer had scribbled



the order on the flap and then sealed it. The order was for a key ring and the man received it by return mail.

Lester Benham of the American Vending Machine Co. spent most of his Christmas and New Year holidays in bed with the flu. That didn't prevent him from working on the decoration of his Christmas lighting system of which he is a specialist. It takes about a dozen strings of lights to work out his ideas on the lighting, for he runs the wires under each limb on the trees and then places reflectors on the globes which throw the light onto the trees and also into the yard and room.

J. L. Krentz of San Bruno entered the vending machine business this month by purchasing several Master vendors. Other coinmen in San Francisco on business the first of the year were Messrs. Cole and McGuire from Fresno who purchased some new scales, Mr. Turner from Redding who picked up some Northwestern DeLuxe stands, John Ghiorso and John Davis of Sonora who bought some Columbia bells, Adam Vatts from San Jose, Mike Sessler of Vallejo, Jack Mehegan from Modesto, Messrs. Heinz and Patton of Turlock, A. E. Brascomb of Willets, and A. J. De Voto from Sonora.

The Action Sales Co. has this month taken over the exclusive California distribution of the Harlich Mfg. Co. punch boards. Stanley Harris of the Action Sales is handling this as his own little gold nugget. He states that there has been an unusual revival of interest in

## Corcoran Named

Northern California distributor of Popmatic.

SAN FRANCISCO.—Smiling as always, "Big Bill" Corcoran, shown above, has been named by Mohr Brothers who hold the exclusive franchise for the states of California, Arizona, Nevada and Utah, as exclusive Northern California distributors for Popmatic automatic corn-popping merchandisers.

After spending two days in Los Angeles recently and following a variety of rigid and strenuous location tests during a 60-day period, Corcoran ordered a large quantity of Popmatic machines for immediate delivery and declared himself thoroughly sold on the machines.

As one of the West's largest music operators—he has over 1000 Wurlitzers out on location—Corcoran and Mac Mohr of Mohr Brothers have sustained a long, close friendship, and both are being complimented on the new relationship. According to report the pair will take in the Chicago Show together.

the punch board in California, and believes this line will have a high batting average during 1938.

Felice Church of the Golden Gate Novelty Co. leaves January 15 for New York by way of the Panama Canal aboard the "California." She plans to leave no stone unturned during her month's travel, and confidently expects to have lots of orders blocking the front door on her return. Wide-open house was held at her headquarters to welcome the new year. Scotch and bourbon were the main lubricants, and as nearly as Miss Church can remember, everyone had a swell time.

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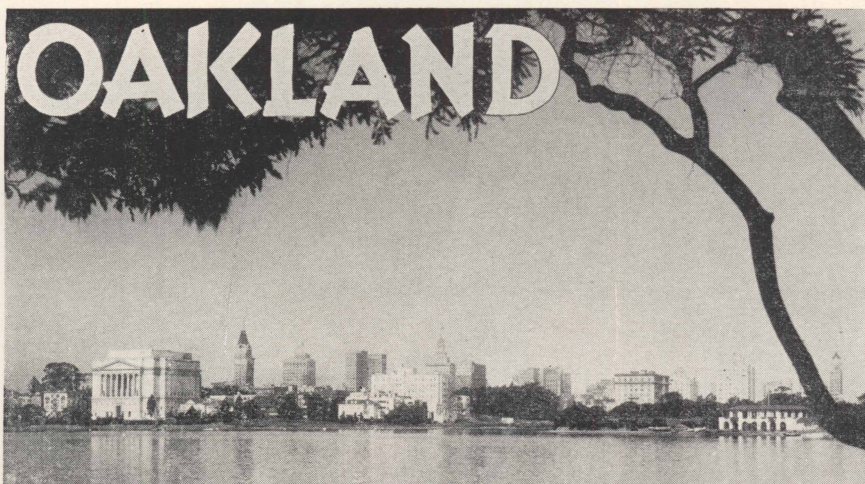
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## Oakland Notes

By D. H. PETSCH

Mrs. Inez Anderson of Stockton received delivery on her new Lincoln at the last meeting of the East Bay Association. She still can't believe it's her car when she sees it parked out in front. She parked it in a garage New Years Eve "just to be safe."

Wurlitzer phonographs are not good for toes, discovered W. E. McMannis. He recently dropped one of the large models on his toe and was forced to go to the hospital where his foot was placed in a plaster cast. Bill now gets about in a wheel chair preaching his message of caution to local operators.

A new Chrysler Royale coupe was the Christmas present Frank Clarke of Clarke Novelty Co. gave himself. He states that he feels just as smart as he looks while driving it.

Wicks Glass wishes he weren't so easy when someone asks him to bet on a football game. His hope for 1938 is that he will be able to pick the teams a little better.

George Miller, State CMOA president, felt the urge at Christmas to be a good Samaritan. Willing George put on a show for the needy children of El Cerito in conjunction with the fire department of that city. He himself enacted the mighty role of Santa Claus, squeezing from his part every drop of human emotion. It was a moving drama, as anyone will testify who saw it. On the way home George passed two old couples walking along the highway. All of them

were over seventy-five, and he just couldn't pass them up at that time of night. Not only were they willing to accept his ride into town, but they also ate a hearty dinner which he provided, and accepted his invitation to spend the night with him. Christmas spirit and good will just run away with some people.

Hugh Tessler, Jack Unger, Harry Maliken, and George Miller attended the football game New Years Day at the Rose Bowl in Pasadena. George (Abraham) Miller reports that California should have left her football team in Berkeley where it belongs. He was one more coinman who bet on Alabama.

Al Thompson and Burr Winslow have been vacationing in the Sierras. Al reports that Burr does a fine job of skiing when he carries his skis in his hand or on his back.

Sam Tessler of Oakland Automatic Sales has been trying to demonstrate to any operator who will act as audience the value of a punching bag to body building. "Exercise is the secret to good health," he whispers hoarsely. Those that he has been able to corner look a bit skeptical when they notice Sam's flat "snuzzle."

Progress made by the East Bay local was reviewed for the members at the last meeting of the year by George Miller. He congratulated the members on the splendid work they have done in signing up this part of the county for the state CMOA. Local 101 reported 100 percent membership as far north as Oroville. Ed Priestly from Sacramento added that all the operators in his city

are association-minded. Mr. Miller believes that 1938 holds prospects for unlimited accomplishment through the joint working of 100 percent locals. The social part of the meeting consisted of motion pictures provided by President Miller.

## Oldtime Op

dies in San Jose.

SAN JOSE, CALIF. (RC)—One of California's oldest operators died as the old year closed. W. A. Bradford of the Bradford Novelty Co. in San Jose had been in the game business for 35 years. His death was the climax of a prolonged illness, but his friends feel the loss nonetheless.

Bradford started operating in San Francisco in 1903. His was a career packed with color. He opened the first sportland on Market Street. Then came the earthquake. His place was a wreck. Firemen roped off the section and refused to let anyone through. But Bill wouldn't be put off so easily. He hired a team and a wagon, broke through the firelines at a gallop, and collected his equipment.

Great stories are told about colorful Bill Bradford. He made close to a million dollars in his life and he generously distributed all of it. His passing turns a page in coin machine history.

## Holds Open House

CHICAGO.—Declaring he expects to see many of his old vending machine operator friends, Hecht Nielsen, well-known factory distributor for the Columbus Vending Co. and American Chic Co.'s ball gum division, will hold open house at his display rooms and warehouse, 1322 West Congress Street, Chicago, January 15 to 22, where he will have on display all the latest model machines of his line and over 1000 used machines. Nielsen has become quite a figure in the trade by reason of never having missed exhibiting at the Show, and this year will be no exception. His booth is headlining Columbus, American Chic and Hecht Nielsen. He anticipates a big year ahead for operators with the modern line of equipment now being offered.

## No Recession

CHICAGO.—While the nation's economic experts talk of recession, the vast program for the manufacture and marketing of many new coin operated devices at the Rock-Ola Corp. has made a new record for purchase orders placed for this type of equipment at this time of year. According to J. J. Sears, Rock-Ola purchasing agent, 85 tons of steel have been ordered, 37 tons for one item only in the new 1938 phonograph; more than 22 tons of die castings; 12 tons of rubber parts; millions of feet of lumber. Small parts have been ordered by the actual millions. Recession? Hah!

The tired flapper's diary: Monday—auto ride, walk back; Tuesday—auto ride, walk back; Wednesday—auto ride; Thursday—auto ride; Friday—auto ride.

"So your father is getting too old for the heavier burdens of business?"

"Yes. We're going to get him a lighter stenographer."

## INVEST IN PROSPERITY FOR 1938!

*These will earn money for operators!*

### Slot Machine Values:

Mills' Extraordinarys, 5c and 10c.....	\$55.00
Mills' Blue Fronts, Late Serials.....	45.00
Jennings, Escalator, Double Jack Pot, Late Model Equipment.....	27.50
Jennings' Chiefs .....	39.50

### Phonographs:

Mills' Dance Master DeLuxe.....	\$79.50
Rock-Olas .....	99.50

## Advance Automatic Sales Company

1021 Golden Gate Ave.

San Francisco



FINE MUSICAL INSTRUMENTS



SINCE 1902

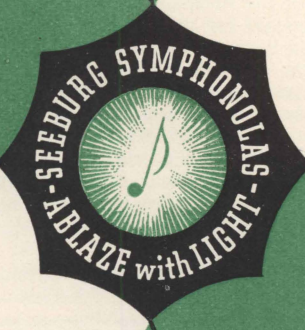
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# Automatic Music

A DEPARTMENT DEVOTED TO THE BEST INTERESTS OF THE  
THOUSANDS OF OPERATORS OF AUTOMATIC PHONOGRAPHS  
THROUGHOUT THE WORLD



## Leading Musicman

once Chamber of Commerce president.

PORTLAND, (RC)—George F. Johnson, president of a large piano and music supply house, is the outstanding operator of phonograph circuits in the state. He admits, himself, that he can scarcely realize how the business has grown from a small start, and the present proportions of his investment in the tune-vendors.

Johnson owns hundreds of phonographs scattered far and wide throughout the state, and directs well-organized crews that systematically service them and relay new records. Truly a modest man, yet a very energetic civic worker and four terms president of the Chamber of Commerce, it was an effort to get him to talk about his business for the COIN MACHINE REVIEW.

He commented upon the growth of public taste for good music, due partly, of course, to the radio, and said that this trend toward the best music is exemplified in demands for phonographs and records in public places, for which the amusement- and relaxation-seeking public is always willing to pay.

"The secret of whatever success we have achieved," Johnson said, "has been due, first, to the selection of a high quality phonograph of the finest tone quality, and of a proven mechanical perfection. Second, to luck in having a trained and competent crew of men who may be relied upon to check and service our machines each week. Finally, and of prime importance, to a well-organized and complete record service department.

"The best machine goes stale with customers unless the records are new, snappy, and well-suited to each particular location. There is a thought here for the operator. Prompt, courteous, competent service and a fine spirit of cooperation are the essentials of success in this business, in conjunction with a phonograph of high quality. This also involves the problem, for many operators, of supplanting outmoded equipment, and for this I am not prepared to offer workable suggestions right now, but I am studying the problem.

"We have standardized on and stayed with one particular make of phonograph and we cannot be persuaded to take on any others."

**MELOTONE**

*Ace of the Hit Parade!*

## Stickers Build

phono play.

DAYTON, Ohio. (RC)—A sticker suggesting to guests that they play such-and-such a record on the automatic phonograph, is a helpful little device in promoting play, according to L. R. Patten of the Skill Coin Machine Co. This firm had stickers and slips printed up, saying: "Have you heard Cab Calloway's latest number, 'So-and-So?' You will find it on No. 6 on the phonograph." Whenever some particularly new or hot number is put on the machine, a sticker may be printed up with the suggestion that guests listen to it. The sticker is placed in the booth, or put on the menu.

According to Patten, whenever this is done, the play on the record suggested jumps immediately.

## Wurlitzer Policy

outlined for 1938.

NORTH TONAWANDA, N. Y.—Believing that there are enough established music operators today to supply the needs of location owners, the Rudolph Wurlitzer Co. will produce 40 per cent fewer phonographs in 1938 than in 1937, will refuse to do business with operators who sell phonographs direct to locations, will look for no operators who are not now in the coin machine business.

Such, in essence, is the policy of the firm as outlined by Rudolph Wurlitzer Vice-President H. E. Capehart.

Since the COIN MACHINE REVIEW has long held a view that location sales are detrimental, has likewise believed that no more operators are needed, it breaks tradition to editorialize in its news columns, declares itself in enthusiastic accord with Capehart's declaration of policy, wishes the Rudolph Wurlitzer Co. well in its move.

## Will Answer Questions

Frank Hammond, business manager of the Phonograph Operators of Eastern Pennsylvania and New Jersey, will be glad to answer any query in regard to becoming affiliated with either the Northern New Jersey Phonograph Operators or the Up-State North-Eastern Pennsylvania Phonograph Operators Association until both groups have set up headquarters and become firmly established.

Any operators interested in becoming associated with either of these groups should write for full information to: Frank Hammond, c/o Phonograph Operators' Association of Eastern Pa. & N. J., 2013 Market Street, Philadelphia, Penna.

## Upstate Ops

consider association.

READING, PA. (RC)—A meeting was held in the Berkshire Hotel here, recently, to discuss formation of an upstate chapter of the Eastern Pennsylvania Phonograph Operators' Association. A large representation came from the central part of the state and each operator promised cooperation in making the new branch of the Phonograph Association as strong and helpful an organization as is the Philadelphia branch. They agreed to bring all operators who have machines in their territory, and to inform each operator of the purpose of the newly organized group.

Among those reported present at the meeting were: George P. Fairchild, representing the Fairmore Music Co., Reading; Johnny Eagle of Pottstown; William J. Embar of Lebanon; Sol Hoffman, representing the Tri-State Music Co., Harrisburg; H. Paula of the Paula Music Co., Bethlehem; J. L. Garrahan, Shavertown; E. E. Voorhis, Towanda and R. M. Minium of Lewisburgh. John Martin represented the Liberty Amusement Co. of Mahanoy City.

All the men promised their fullest cooperation in helping build the organization into a strong, powerful unit.

## New Jersey

has affiliate.

NEWARK, N. J. (RC)—An organization meeting held in the Robert Treat Hotel, January 5, in order to form another subsidiary of the Phonograph Operators of Eastern Pennsylvania and New Jersey was attended by a representative group of operators among whom were:

Sam Kling, Norristown; Everett Masterson, Elizabeth; J. Bolton, Irvington; Jerry Morris, Plainfield and J. Kay of the Ace Vending Co., in Newark, as well as a representative of the Casino Amusement Co.

Able help throughout the planning for the foundation laying of this new organization, was given by Sol L. Kesselman, counsel for the National Cigarette Merchandisers' Association.

All operators in this area are being pledged to join, build and help organize this new association and it is planned that all operators of Phonograph Machines in the area will be included in its membership.

**BRUNSWICK**

*Every Artist an ARTIST!*

**85**  
COIN  
MACHINE  
REVIEW



# Wurlitzer Phonographs

MODEL 312, 412 and P-400—\$129.50 EA.

MODEL 716 or 616—\$189.50 EA.

Also Many Others — All Fully Guaranteed Perfect — Order Now

**HANKIN MUSIC CO.,** 258 PRYOR STREET S. W. **ATLANTA, GA.**



First of three offices of the Simplex Distributing Co. of Texas, opened by Wurlitzer's Texas District Manager Earl Reynolds in Dallas, shows front window, general office, and in the private office, left to right, John A. Backman, secretary of the Texas Association of Coin Machine Operators, Reynolds, Reynolds' Representative Bob Hunter, Dallas Office Manager Arthur Flake. Other offices are located in Houston and San Antonio.

## Drollinger, Wrenn

entertain Texas ops.

DALLAS. (RC) — With dancing, refreshments and gay hilarity continuing throughout the day, Harry I. Drollinger and George Wrenn, both of Wrenn Sales Co., held an all day celebration and reception for Texas operators at the Adolphus Hotel, here, December 5. Originally planned for December 4, the date was moved ahead in order to avoid conflict with another gathering of music operators in Dallas.

The affair was attended by operators from all over the state who came to see the newest machines of A. M. I. Distributing Co. Floral offerings to mark the occasion came from principal Texas cities, including Houston, San Antonio, Dallas, Fort Worth, Galveston and Waco, and many sent telegrams and letters extending best wishes. Prior to

the affair, on December 3, city and county officials were entertained by Drollinger and Wrenn.

Wrenn Sales Co. is exclusive operator of A. M. I. products in the cities of Dallas, Houston and San Antonio, and for those cities they likewise serve as exclusive distributors for National Cigarette machines. Recently, in the northern cities they have added Mills cigarette machines to their line. Drollinger has personal charge of A. M. I. phonographs, and Interstate Amusement Co. has the entire A. M. I. line.

In commenting on his recent affiliation with A. M. I., Drollinger remarked that he was "right back where he started, over twenty years ago." The firm was then known as the National Piano Co. Drollinger began with them as a mechanic and shortly worked up to the post of superintendent of service, a position he held for a number of years.



## Rigdon Named

Wurlitzer's Missouri District Manager.

ST. LOUIS.—Filling the vacancy left by the recent resignation of Walter Gummersheimer, who has been appointed general salesmanager for the Popmatic Mfg. Co. of St. Louis, Ralph E. Rigdon has been named District Manager of the Rudolph Wurlitzer Co. for eastern Missouri and southern Illinois.

Commenting on the change Wurlitzer Vice-president Homer E. Capehart declared: "We are happy to see any of our people progress and get promoted and put in a position of greater responsibility. I take a lot of pride and joy that the Popmatic Mfg. Co. picked a Wurlitzer District Manager as their general salesmanager. We wish Walter a lot of success which he richly deserves."

Rigdon, who succeeds Gummersheimer in this territory, has been successfully identified with the coin machine industry for many years. He joined the Wurlitzer organization two years ago and in June of this year was made branch manager of Wurlitzer's Chicago office.

Permanent headquarters have been set up by Rigdon in the Branscome Hotel, 5370 Pershing Avenue. Wal-Bil Novelty Co. will continue as distributors in St. Louis.

\* \* \*

Father: "Git yer jacket off, young mon, an' come wi' me."

Jock: "Yer no' goin' ter lick me, are ye, father?"

Father: "I am that; didna I tell ye this mornin' that I'd settle wi' ye for yer bad behavior?"

Jock: "Aye, but I thought it was only a joke, like when ye told the grocer ye'd settle wi' him."

**BRUNSWICK**

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# IDEAS

—being a portfolio of thoughts on how to increase the "take" on your phonograph gathered by

H. L. MITCHELL

THIS IS A TRUE STORY. It really happened. And while no names are going to be mentioned, and we won't even tell you the city where it transpired, otherwise we're going to let the chips fall as they may.

It seems that there was a phonograph operator who was a pretty good business man, as phonograph operators go (and lots of them are very good.) He had a fine route of Wurlitzers, had been in the business for a long time and was, all in all, nicely established. Now if he had let well enough alone, he'd never have gotten a red face. As it was, he became slightly embarrassed because of his desire to build up his revenue, and to get into a spot no one else had been able to touch.

The location was a very ultra-ultra and exclusive cocktail room in a swank hotel in a good-sized city, the sort of place where the really big-timers met to go over details of deals, where businesswomen dropped in for lunch, or tea, or something. There was lots of conversation, and no dancing.

While the operator eyed the spot it dropped, literally, into his lap, for he was detailed to handle some of the arrangements for one of the notable Wurlitzer parties and, as it turned out, this particular hotel was selected as the scene of the banquet. Using only a little pressure this operator persuaded the manager that it would be sound business to have a phonograph in his cocktail room—as, naturally, it should be. And proud of his achievement, the operator hauled in the finest and newest machine he possessed and loaded the trays with Hoosier Hot Shots, Benny Goodman swing stuff, and Jimmy Dorsey. Then he went home highly pleased with himself.

The management stood it for three days under an increasing number of complaints from the customers. Finally it got to be too much to bear, and the manager got the operator on the phone and said "Come up here!"

The operator came, expecting all sorts of compliments. Instead he got the red face we talked about a little earlier. The manager in a kindly way explained that the customers couldn't dance, because there was no place for dancing. And they couldn't talk—which was the chief reason for their selecting the place—because of the noise. In

short, the operator would have to take out his machine.

"But it's all good stuff," the wondering operator protested. "If it's too loud it can be turned down."

The manager was firm. "It isn't the sort of music the people here will go for. Your cashbox will show you that, I think. You'll have to take it out."

As an afterthought he added, "It's given us an idea, though. We're going to put in a string trio to play for the customers. Several have asked for it and we think it will work out very nicely."

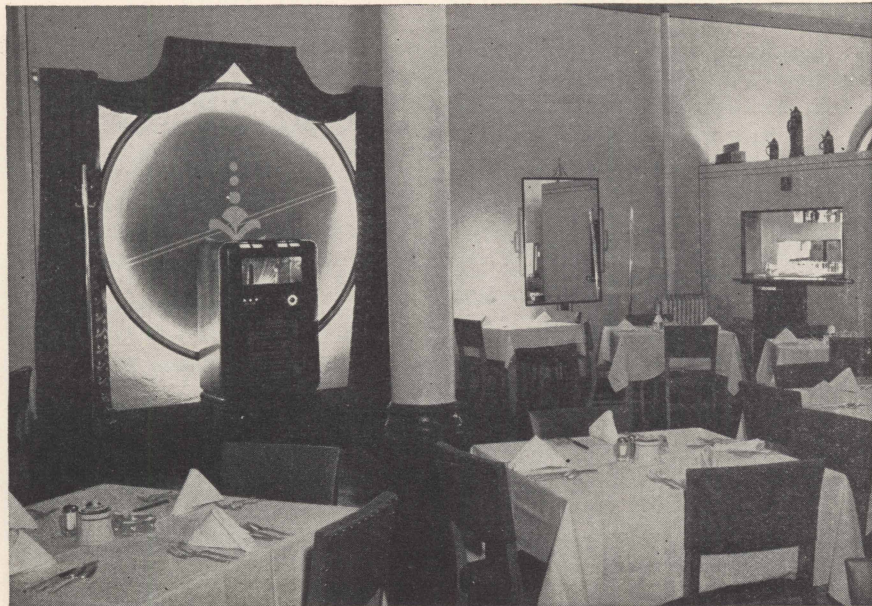
That was the crowning blow, and the operator lost the spot, probably forever, and the prestige he'd acquired in getting it in the first place. The string trio, incidentally, is very happy to be employed regularly, and the customers are well pleased.

The moral should be obvious to any thinking operator, but just to be certain it sinks in, here is the situation as described by one of the patrons of the cocktail room:

"Look," said he. "Maybe you'll think I'm screwy, and by a lot of peoples' standards I am. But I like what I like, and I can pay for it, and there are a lot more like me, and isn't that something?"

"I like to dance, and dance music is fine when I go dancing. When I'm not at a dance, though, it's the bunk. I can get it on the radio twenty-four hours a day, and five minutes of it is too much when I'm talking business with somebody. The guys in the beer parlor may like blues songs and swing, but me, I like concerts. I go to them, too, and I'd listen to a lot more concert music if I could get it. It isn't the sort of thing you can pick up on your radio any time. Why didn't that guy that had the phonograph in here put some decent music on it, instead of a bunch of junk. The machine sounded swell, and there's no doubt but what it would have reproduced beautifully. The new

(Continued on page 90)



*This Wurlitzer's operator used showmanship to increase income.*



## PHONOGRAPH OPERATORS

The 1938

# Velvetone

2000-PLAY NEEDLE

is now the peer of them all.

IT'S DIFFERENT!

# L. E. TURNER

1229 PARK ROW BLDG. NEW YORK CITY

## Oldies

In this department each month we re-review recordings of a few months and years ago. These records are selected because we believe they will make money today for operators.

### VICTOR

**RUSS COLOMBO (V) 22826**  
GOODNIGHT SWEETHEART  
TIME ON MY HANDS

Two never-to-be-forgotten numbers by a baritone whose voice will live forever. Here recorded are two of Colombo's greatest numbers. The revival of this record on your phono. will attract plenty of stray cash.

**GENE AUSTIN (V) 24573**  
MY BLUE HEAVEN  
RAMONA

In our mind "My Blue Heaven" and "The Prisoner's Song" are the greatest recordings Austin ever made. No one could hope or pray for a more perfect double that this tenor offers on this disc. Popular numbers of a few years ago that are certain to cash in heavily on the current popularity of hits of yesteryear.

**GEORGE OLSON-MAYFAIR ORK (O) 24090**  
LISTEN TO THE GERMAN BAND (FT)  
TWENTIETH CENTURY BLUES (FT)

The George Olson rendition of "Listen to the German Band" is a sensation even today, what with our swing and weird arrangements. Ethel Shutta sings most of the way through in a German brogue and Olson finishes with a German Band chorus that is ripping. Second side, recorded across the pond, is only a filler. The meat is on the "A" side and sirloin too!

**FRANK CRUMIT (V) 24092**  
LIFE IS ONLY A MERRY-GO-ROUND  
LITTLE BROWN JUG

Comedian with orchestra. Genuine novelties perfectly recorded. Nickel grabbing numbers if there ever were any. Right swell for any spot.

**WALTER O'KEEFE (V) 24172**  
THE MAN ON THE FLYING TRAPEZE  
(1 & 2)

The working member of the O'Keefe family succeeds in recording this well entrenched favorite just a little bit different than the rest. It's ace material and two records on a stack will bring in a dime anytime.

**GRAY & CASA LOMA (O) 24338**  
SOPHISTICATED LADY (FT)  
LAZY BONES (FT)

"Sophisticated Lady" has been recorded dozens of times by dozens of bands but never as beautifully as done on this disc by Glen Gray and the Casa Loma Corporation. (Maybe you didn't know the band was incorporated and all members hold stock). Second side brings forth a popular novelty with Pee Wee Hunt vocalizing. Very, very good.

**TOMMY DORSEY (O) 25236**  
I'M GETTING SENTIMENTAL OVER  
YOU (FT)

I'VE GOT A NOTE (FT)

First is the Dorsey theme song and well known by the legion of Dorsey lovers and admirers the country over. That point alone makes a nice market for this disc. Outside of that it's a rip-roarin' hot and torrid arrangement of a swellegant number. Second side harkens to Harlem, ala Wingy Mannone, and it couldn't be beat for a travelin' mate. Grand, yeh!

**GUS ARNHEIM (O) 25280**  
I SURRENDER, DEAR  
IT MUST BE TRUE (FT)

We reviewed this disc a short time ago on

a re-issue and tried to again get operators interested in its merits. To our thinking it's one of the best oldies on tap today. Bing Crosby, then straining his innards for recognition, does the vocals in top fashion. Just try this one for coin collecting. We still have plenty faith in its ability to deliver.

**"FATS" WALLER (O) 25196, 25063**  
A LITTLE BIT INDEPENDENT (FT)  
SWEET THING (FT)  
LULU'S BACK IN TOWN (FT)  
SWEET AND SLOW (FT)

Wow! How "Fats" really goes to town on these 'uns. We've picked this pair from a stack of dozens. Ripe and ready for coin pluckin' . . . everyone of these numbers. They present "Fats" at his best.

**RUDY VALLEE (O) 22321, 24721, 24739**  
STEIN SONG (March)  
ST. LOUIS BLUES (FT)  
THERE IS A TAVERN IN THE TOWN  
(FT)  
LOST IN A FOG  
THE TATTOOED LADY (FT)  
THE DRUNKARD SONG (FT)

The famous drinking song of the University

of Maine was never in better hands than with Rudy handling the baton. Coupling brings to life a worthy arrangement of old time favorites. Very fine and highly recommended for the automatics. Second pair of discs bring forth a controversial issue. The "Drunkard Song" was the first recording of "There Is A Tavern in the Town." Rudy muffed some lines and the second disc hit the music stores. The execs. at Victor got a kick out of Rudy's errors on the third disc and, with his permission, issued it. It went over big and still will. The tunes are of the type that time won't hurt and once you've spotted these dandies on your phonos, you'll be surprised how long they'll stay and pay for their berth. We're recommending them if you fail to catch our meaning.

## Rubinow Presides

over music group.

NEW YORK.—Lee Rubinow, president of the Amalgamated Vending Machine Operators' Association, Inc., of New York, is president of the new Music Operators' Association which met for the first time at the Broadway Central Hotel in New York City recently. The purpose of this association is to secure the cooperation of all music operators in the Greater New York territory and help increase the profits of each individual operator, it was reliably stated.

Further announcement of purposes and plans has been promised in the very near future.

In Atlanta a prize was offered for a story of the fewest words in rhyme. A colored schoolboy won it:

A mule in a barnyard, lazy and slick,  
A boy with a pin on the end of a stick  
Slips in behind him as still as a mouse—

Crepe on the door of the little boy's house.

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Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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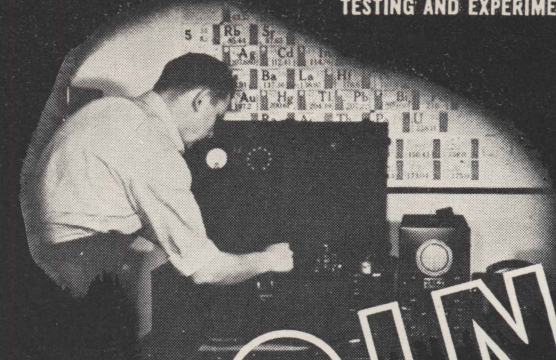
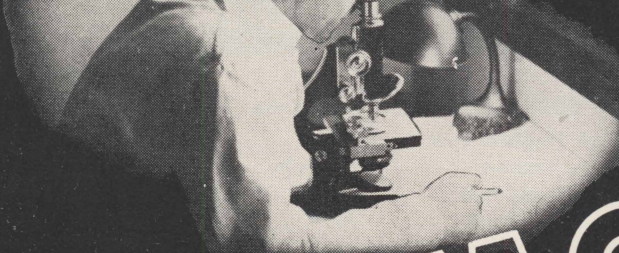
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COIN  
MACHINE  
REVIEW



MICROSCOPIC EXAMINATION

TESTING AND EXPERIMENTAL EQUIPMENT



# PERMO-POINT

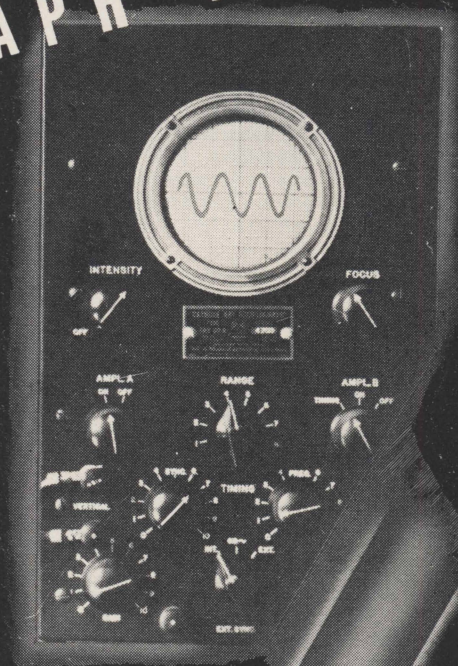
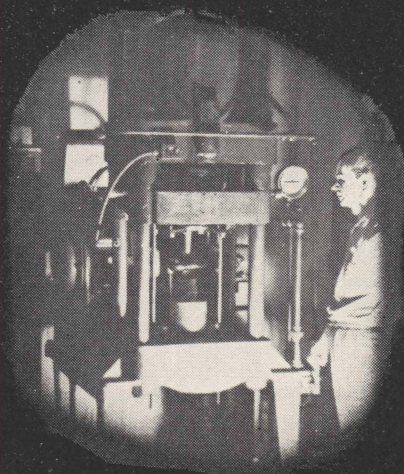
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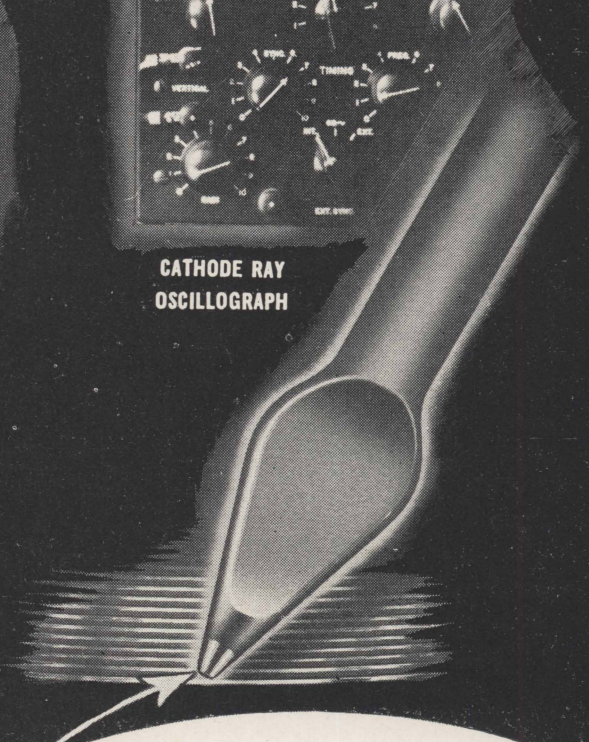
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SCIENCE to develop and produce our precious metal point material in our modern Metallurgical Laboratory—SKILL required by our production specialists who shape our patented elliptical point to an accurate radius through nine separate processes of manufacturing. That's why PERMO POINT is the ONLY phonograph Needle used as standard equipment by every automatic phonograph manufacturer—the ONLY Needle recommended and sold to the music operators by all the record distributing companies—the ONLY Needle that will assure operators dependable high fidelity reproduction, longer record life, true tone, and undistorted volume output.

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IT'S ALL IN THE  
PATENTED ELLIPTICAL  
POINT!



## Ideas

(Continued from page 87)

string trio is okay, but you don't get the effect you would from a whole orchestra, and music of that sort wouldn't interfere with conversation at all. It isn't static."

There you are, operators. The man is peculiar, and there are more like him, but if you can increase your phonograph revenue by catering to his peculiarities, why not? As one manufacturer's representative declared, "Any good operator knows that six or eight tunes carry the machine. Those are the ones that get the big play, and with all the manufacturers making machines with double or more than that number of trays, the operator certainly has nothing to lose by using a few trays for concert music."

Of course you're going to pay more for music of this type, and right at the start that will scare some operators. On the other hand, two factors offset the difference: first, the more expensive recordings are built to last a lot longer, and second, music of this character won't lose its popularity within a few weeks. If it did people wouldn't buy it for home use. You can use a Victor Red Seal recording, for example, for years, providing you are ordinarily careful of your needles, and when finally it's shot the chances are you will do well to buy another of the same.

Here are a few suggestions as to recordings for this venture. To begin with, you might try Decca's recording of Bolero (Ravel) in any of the loud spots. You'll have to buy two of the discs, because it's on two sides, but if they're put in separate trays, and plainly marked "Parts I & II," you'll get a dime on every play of Bolero. The tune has lots of mpmh and is well enough known to go over.

For the quieter and "tonier" spots, you might try Victor's 1326—Rachmaninoff's Prelude in C Sharp Minor. There's another one that's well known, and universally loved. On the other side is the "Spinning Song," which is good, but not so universally good as the first. Victor 1356 is another good one that won't drown out conversation. It's music from the opera, Carmen, played by the Philadelphia Symphony Orchestra, and either side may be used. Also directed by Stokowski, the Philadelphia Orchestra plays Victor 1675 in a way to appeal to any liker of this type of music. It's Brahms Hungarian Dance No. 1.

If you'll describe the type of location, your regular record distributor—Victor, Columbia or Decca—will be glad to help you select good 10-inch discs that will strike pay dirt for you in a way you never expected. Or you can write to the REVIEW for further help and information.

Here are some other ideas that have been gathered into the portfolio. Unfortunately, most of them require a little work, and so many operators are afraid a little work will hurt them. Somehow they fail to see that it's those who do the work that profit by it.

Thoroughly tested, and found profitable is a plan used in San Francisco by one operator. He used a metal frame with a celluloid protector tacked up in

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Colorado  
Utah  
New Mexico

## SOLD EXCLUSIVELY TO OPERATORS

each booth in his restaurant and tavern locations, and each week he typed a slip showing the records in the machine, by number, with the note that the waitresses would be glad to deposit a nickel in the phonograph for "your favorite tune," and put it in the frame. The waitresses got lots of nickels to put in the machines. Another operator varied the plan by listing the recordings on the menu.

Showmanship is always valuable, and one operator who increased his "take" considerably, turned theatrical and put his machine on a little stage so that it could be seen from every part of the room, arranged an unusual background, and turned on some tricky lighting. The patrons fell for it, and fell hard. After a while he changed the background and used a different lighting arrangement, and the idea is still going strong. The sort of thing he did is shown in illustration in connection with this article.

Don Leary, up in Minneapolis, used a printed card for his Wurlitzers, and the locations send in to him on the cards numbers they would like to have played on the machines in their spots. When the location suggests it, you can be sure a tune will be pushed.

During recent issues a number of valuable suggestions from J. P. Seeburg Corp.'s Salesmanager Roberts. Sometime when you can spare a moment you might go back and look them up. In the meantime, here is a new one which he prescribes:

This method is as simple as any—simply a "suggestion box" in each location, with a stack of slips and a pencil

(preferably on a chain, or it will disappear the first time it's used) nearby. Patrons write the names of their favorite recordings on the slips and deposit them in the box. Thus the operator is governed by the choice of the nickel-droppers.

An optional part of this scheme uses the back of the suggestion slips for a contest in which the patrons choose what they believe are the ten most popular songs of the week. The winning entry, determined by the tabulation made in authoritative music trade publications (or in the REVIEW'S listing of best sellers, at the close of the month) on the selections most popular over the radio, or in record and sheet music sales, wins an award which is determined by location owner and operator. Clippings from the trade journal the operator wishes to use as a comparison with the entries may be posted on the "suggestion box" each week. Still another variation of this plan is the same contest based on the records in the machine in the location. The patron guessing the number of plays (or closest to it) recorded for the most popular disc on the phonograph might get the award.

There are a lot more ideas in the portfolio, but you probably wouldn't want to use them. They'd all take work. This is enough to start on, anyway, if you want to increase the "take" on your machine, and in the long run, the operators who increase their income the most, those who aren't afraid of a little work for the sake of the extra income, will do best by figuring out their own plans according to the needs and requirements of their locations.



## Music Operators' Association, Incorporated of Houston, Texas

President — W. C. ATKINS; Vice-President — FRED McCLURE; Executive Secretary—W. A. NIEMACKL, P.O. Box 2250, Houston. Phone Fairfax 2648; Treasurer—LESTER HEARN.

By JOHN G. WRIGHT

Two regular business meetings of Music Operators' Association were held at the Ben Milam Hotel December 2 and December 16. All elective officers were present and six regular members absent. Two items of unfinished business followed the opening formalities.

First, two applications for membership which had previously been held over pending further investigation were voted on. The result was rejections of both applications.

Second, a plan for the local Association to join the State Association as a group was pending until further information was secured concerning the State Organization. Harold Daily, state president, with a very fine ten-minute address, supplied this information. He spoke briefly and to the point to the effect that "the primary purpose of a State Organization is to keep down taxes." At each session of the State Legislature there is a possibility of increased taxes on Coin Operated Machines. The duty of State Music Officials is to anticipate this thing and act accordingly. The increasing scarcity of marble and slot machines, Daily indicated, might lead to a heavier tax on strictly legal coin operated equipment.

Musicmen are not financially able to maintain paid lobbyists as do large firms and organizations. They could, and should, however, through hundred percent local organizations, create a bulwark of political strength and influence that would be more effective. To fight the State Legislature is hopeless and unworthy. To educate them in the problems of the music operator is possible and worthwhile. This can be done through the workings of a strong State organization supported by local groups.

Dues for the State Association are \$1 per year for each machine. There are approximately 20,000 machines in Texas that should come into the organization. After answering several questions from the members, Daily retired.

Immediately after Daily's talk a motion was passed endorsing the State Organization and Secretary W. A. Niemackl was instructed to contact each member with regard to joining.

The first step under new business was to extend the non-bumping ordinance for ninety days. There were two dissenting votes; both for modified bumping.

William Peacock made a favorable report on a good-will meeting held between members of the legislative committee and the mayor of Houston and his councilmen.

The State Correspondent for the COIN MACHINE REVIEW, John G. Wright,

### FOR SALE

100 Wurlitzer Phonographs, Model 412, in first-class condition mechanically and in appearance, \$135.00 Each. Lots of 3 or more, \$125.00 Each. Terms: 25% cash or certified check with order, balance sight draft, bill of lading attached.

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## PHONOGRAPH OPERATORS — AT LAST! A POSITIVE CURE FOR SLUGS A PROTECTION AGAINST PENNIES AND BROKEN COIN SLOTS!

### McCORMICK'S PHONOGRAPH SLOT GUARD

#### McCORMICK'S PHONOGRAPH SLOT GUARD

No more five plays for one cent . . . No more cash boxes loaded with slugs. McCormick's Phonograph Slot Guard is the answer to the operator's prayer. Saved one big operator in the south \$600 in slugs first month alone. We positively guarantee that McCormick's Phonograph Slot Guard will pay for itself first week on location or your money refunded. Stops broken slots, damaged machines and above all wholesale cheating on Wurlitzer and Rockola Phonographs. Adds greatly to the appearance of your Phonographs. Does not interfere with easy operation of slots when right coins are inserted. Do not delay as damaged coin slots and slugs cost you money. Order one for each Phonograph that you operate. Phone, wire or write us today. Instant shipment.

NOTE HOW EASILY IT IS ATTACHED TO PHONOGRAPH YET DOES NOT WIDE VIEW OF COIN CHUTE



#### PRICES

Lots of 25.....\$1.35 each  
Lots of 50..... 1.25 each  
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25% deposit with Order,  
Balance C.O.D.

SEE IT AT BOOTH 81

**McCORMICK MACHINE COMPANY**  
121-123 EAST FOURTH ST • GREENVILLE, No. CAR.

was unanimously voted an honorary associate member of Music Operators' Association, Inc., of Houston, Texas, and assigned the duties of publicity chairman.

Secretary W. A. Niemackl was given a unanimous vote of confidence which amounted to a pledge that he would be retained as paid executive secretary for 1938.

Several members commented unfavorably on the practice of "contact men" representing manufacturers, calling on locations and attempting to influence them. It was also rumored that operators from a nearby county who have kept their territory closed to all opera-

tors except those living in that county, are making an effort to gain a foothold in Harris County. No official action was taken on either of the above mentioned items.

Due to a misunderstanding of many members who were under the impression that another meeting would be held in December, officers were not elected. By-laws say that officers shall be elected at the last meeting of the year and installed at the following meeting. In order to abide by this ruling it was resolved to declare a recess until the first Tuesday in January, elect officers, then adjourn.

**COLUMBIA**  
Gem of Them All!

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COIN  
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REVIEW





Part of the host of Wurlitzer operators who banqueted recently as guests of the Rudolph Wurlitzer Co. Above, a portion of the crowd at the Los Angeles affair. Below, Texas operators enjoy Wurlitzer hospitality in Dallas.

## Capehart Tours West, Southwest

Wurlitzer operators have gala banquet, see Century Club pictures.

NORTH TONAWANDA, N. Y.—Following his long established policy of keeping in close personal touch with conditions in the automatic phonograph operating business the country over, Rudolph Wurlitzer Vice-president H. E. Capehart returned here recently from a 7500-mile trip to the Pacific Coast and the Southwest. Problems of mutual interest were discussed by Capehart with operators in meetings at Oakland, San Francisco, Los Angeles, San Antonio, El Paso, Dallas and Oklahoma City, and plans of the Wurlitzer Co. to make 1938 an even more profitable year were outlined.

Accompanying "Cape" on his trip was Mrs. Capehart, and in consequence the Wurlitzer executive forsook his beloved air travel and rode the rails. Robert B. Bolles, advertising manager for the firm, made up, however, by flying to Los Angeles to join Capehart and assist in arrangements for operator parties in the three regions where they were held—Los Angeles, Oakland and Dallas.

The Los Angeles event, to which came many an Arizona and Nevada operator, was held November 20 with more than 400 operators arriving in time for cocktails and the six-course dinner which were followed by a brief message from the Wurlitzer executive, motion pictures in color taken at the recent Century Club Convention, a floor show, and

dancing. W. E. Simmons, California District Manager, and Stanley Turner, field instructor, aided in making arrangements.

A week later a similar party was staged in the grand ballroom of Oakland's Leamington Hotel. Arrangements there were made by Delos Osborne and Clayton Ballard of the Oakland office. On December 4 Dallas' Hotel Baker was the scene of yet a third affair, with Earl E. Reynolds, recently named Texas District Manager present in spite of a broken collar-bone and five broken ribs suffered in an automobile accident earlier in the week. A nice gesture was the presentation by Reynolds and his wife of a huge basket of flowers to Mr. and Mrs. Capehart as a welcoming token.

In addition to Capehart and Bolles, the Wurlitzer factory was represented in Dallas by Earnest Petering, salesmanager, and Carl Johnson, plant manager, who flew in to attend. O. F. Kramer, another Wurlitzer district manager, likewise was present. The Century Club pictures shown in Dallas had special scenes cut in showing the Texas delegation at the plant.

At every party guests received as souvenirs one of the famous Wurlitzer miniature grand piano ashtrays, and the traditional and colorful paper hats were much in evidence. In each case, too, guests were loud in their praise and their acclamation of the party as "the

finest we've ever had."

Winding up with a brief stop in Chicago, after having spent three weeks in climates where the thermometer hovered around 72 degrees all the time, Capehart arrived in Buffalo in the middle of one of the worst blizzards in history to find snow packed eleven feet high in front of his garage doors. But he was philosophical. "Such is the life of a traveling man," he remarked.

## Phono Ops

heading for good year, opinion in Dayton.

DAYTON, Ohio. (RC)—1938 looks good to phonograph operators and jobbers here. The last three months of 1937 eased off a little in local profits when local cash register tapes in night clubs told the sad tale of the recession. But just as the year was dying, things started coming 'round the mountain again for the phono boys.

"Play on our phonographs seems to have steadied itself now," said H. J. Kelley, Dayton manager of the Sun Sales Co. "We believe 1938 is going to be sound, and we're laying our plans for a bigger year than 1937."

The same sentiments were expressed by R. C. Walters and Robert Lutes of the W. and L. Service. This firm saw a big growth in its operations last year, and both Walters and Lutes are confident that nothing stands in the way of an advance during 1938.

"For operators who will keep their machines in good shape, and will be quick to introduce new records and new equipment, automatic phonograph promotion is going to be one of the mainstays of the coin machine business this year," opined Leo A. Stotter and L. R. Patten of the Skill Coin Machine Co.

"We expect this year to see the consolidation of some of the smaller outfits, and believe the operators who are in the business to stay will come to the realization that up-to-date equipment, frequent record changes, and conscientious service are the only roads to happiness in phonograph operation."

## New Outlets

NEW YORK CITY.—Due to reported tremendously increased business, Brunswick Record Corp. is slated to open additional distributing branches in Detroit and Boston on or about January 15.

\* \* \*

A pretty girl's tongue may be her best weapon, but a handsome fellow's kisses often leave her defenseless.



## PERMO POINT NEEDLES

Write for prices

1c and 5c COIN WRAPPERS

65c per thousand

BALL GUM—\$6.00 per case

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# Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns  
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

## BLUEBIRD

**VERNON GEYER (Organ) 7286**  
THE SHEIK (FT)  
LET 'ER GO (FT)

Playing the Hammond Electric Organ Geyer herewith records an old popular number along with a current hit. Well done in foxtrot tempo suitable for dancing.

**BOB SKYLES (N) 7287**  
MY ARKANSAS BAZOOKA GAL (FT)  
NEW VAN BUREN BLUES (FT)

Ala Bob Burns Skyles and his lads record two novelties in old time style that will please in barrooms, etc. Good vocals.

**HAL DAVIS-JIMMIE REVAR (O) 7297**  
THE NIGHT THAT SHE CRIED IN MY BEER (FT)  
SHE IS MY GAL (FT)

First by Hal Davis and his Ork. is a genuine taproom novelty that will click nicely. Vocal throughout. Coupling offers Revard and his Oklahoma Playboys mildly interesting offering "She is My Gal."

**SHEP FIELDS (O) 7304, 7305**  
YOU TOOK THE WORDS RIGHT OUT OF MY HEART (FT)  
THIS LITTLE RIPLE HAS RHYTHM (FT)  
HOW MANY RHYMES CAN YOU GET? (FT)  
THE BETTER TO LOVE YOU WITH (FT)

On the first disc Shep records the two hit tunes that he plays in "The Big Broadcast of 1938." Second disc produces a pair of novelty tunes, both of which are hits. Very, very good.

**SOUTHERN SERENADERS (O) 7307**  
ON THE SUNNY SIDE OF THE ROCKIES (FT)  
WHEN THE BAND PLAYED "HOME SWEET HOME" (FT)

Two Hillbilly numbers played in dance tempo by an A-1 dance band. Slow, rhythmic and with excellent vocals. First tune hails from the Fox pix "Roll Along Cowboy."

**VERNON GEYER (Organ) 7308**  
BASIN STREET BLUES (FT)  
I AIN'T GOT NOBODY (FT)

More raggin' two old timers. Geyer puts his numbers over in a nifty styled manner. Good.

**JIMMIE REVAR (N) 7309**  
WE PLAYED A GAME (FT)  
GEE! BUT IT'S GREAT WALKING MY BABY BACK HOME (FT)

A Hillbilly combo recording of two naturals for automatics. Revard's Oklahoma Playboys know how to sell a number and there's a wealth of selling on both side of this disc. Tops for novelty number fans.

**AL BOWLLY (O) 7317, 7319**  
SWEET AS A SONG (FT)  
HALF MOON ON THE HUDSON (FT)  
EVERY DAY'S A HOLIDAY (FT)  
OUTSIDE OF PARADISE (FT)

Formerly vocalist with Ray Noble, Al Bowllly has organized his own band and is shooting for a spot in the nation's orchestral heavens. His first recordings, all picture tunes, are well done. The first ditty "Sweet as a Song," shows promises of climbing rapidly the ladder of sweet success.

**SHEP FIELDS (O) 7318**  
THANKS FOR THE MEMORY (FT)  
MAMA, THAT MOON IS HERE AGAIN (FT)

Two more tunes that Shep played in the "Big Broadcast" flicker for Paramount. Usual smooth interpretations with a definite touch of the Fields finesse.

**WAIKIKI SWINGSTERS (N) 7324**  
I'M GETTING SENTIMENTAL (FT)  
WELA G (FT)

Unique Hawaiian arrangements. First side brings to life an old favorite of everybody's. Second side hails from the Islands. Good.

**SHEP FIELDS (O) 7333**  
IT'S WONDERFUL (FT)  
I'M THE ONE WHO LOVES YOU (FT)  
Sauve, and with rippling rhythm, this disc commands attention for the sophistication, and otherwise, spots. It's a gem of foxtrot music. Vocals are commendable.

**COLUMBIA**  
Gem of Them All!

## BRUNSWICK

**RUSS MORGAN (O) 8022**  
HOW MANY RHYMES CAN YOU GET? (FT)

**I'M LAUGHING UP MY SLEEVE (FT)**  
Sauve and easy to listen and dance to. Truly in the Morgan manner these two seem destined to catch on everywhere.

**HUDSON-DeLANGE (O) 8023**  
MY HEAVEN ON EARTH (FT)  
ROCKIN' THE TOWN (FT)

With Betty Allen (her sweet self) featured on the vocals this duo of darlings from "Start Cheering" should start hundreds of dance lovers doing that very thing. Swell and no two ways about it.

**TEDDY WILSON (N) 8025**  
DON'T BLAME ME  
BETWEEN THE DEVIL AND THE DEEP BLUE SEA

At last another crackerjack piano disc by the incomparable Teddy Wilson. Swingy, slow, hot, cold . . . about everything anybody's heart could ask for is wrapped up on this record. Very good.

**HORACE HEIDT (O) 8021**  
THERE'S A GOLD MINE IN THE SKY (FT)  
SHENANIGANS (FT)

Larry Cotton's magnificent voice makes the first side ultra-swell while Yvonne King and the Glee Club go to town on the second ditty snatched from the Republic picture "Outside of Paradise." Nice arrangements, sorta nice to hoof to. Pick it for your route.

**DOROTHY LAMOUR (V) 8027**  
TRUE CONFESSION  
THE MOON OF MANAKOORA

Lend your ears to two of the finest vocal records Dorothy has recorded. Cy Feur backs up with his band. First tune is from the production of the same name while the second hails from "The Hurricane" in which Miss Lamour co-starred with Jon Hall.



...The Mexicans Have a Word for It,

# Mañana

## We Call It Procrastination...

Resolve to make 1938 a prosperous and a happy year by realizing greater profits from your business.

Don't procrastinate—don't put it off until "mañana", tomorrow—begin TODAY to use MORE DECCA RECORDS on your phonographs, and watch the profits swell!

## DECCA DISTRIBUTING CORP.

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**93**  
COIN  
MACHINE  
REVIEW



**HORACE HEIDT (O) 8028**

**ROSALIE (FT)**

**SAIL ALONG, SILV'RY MOON (FT)**

The whole company goes to work to make this disc one of their best to date. Their rendition of the Cole Porter number on the first side beggars description. Dandy dance record.

**DECCA**

**FRANCES LANGFORD (V) 1542**

**ONCE IN A WHILE**

**FAREWELL MY LOVE**

An exceptionally fine vocal recording of two popular numbers. Harry Sosnick's orchestra accompanies.

**DICK POWELL (V) 1543**

**ROSES IN DECEMBER**

**YOU CAN'T STOP ME FROM DREAM-ING**

Here is another top vocal disc with Sosnick's band assisting. Powell does the best job in months on this recording. Recommended.

**FRANK FROEBA (O) 1545**

**WHO (FT)**

**GOBLINS IN THE STEEPLE (FT)**

Leave it to Froeba and his lads to get a new twist out of the popular tune from "Sunny." With the Glee Club aiding Jack Wilmot does a new singing version of "Who" that should prove very popular. Second side is a straight instrumental number. Fair.

**BOB CROSBY (O) 1552**

**VIENI VIENI (FT)**

**LITTLE ROCK GETAWAY (FT)**

Presenting a rousing rendition of the current favorite "Vieni Vieni." Crosby injects plenty of pep into his arrangement of this great number. Second side features Bob Zurke at the piano in a bit of hot rhythm. Good.

**MILT HERTH (N) 1553**

**THE DIPSY DOODLE (FT)**

**THAT'S A PLENTY (FT)**

This one must necessarily be classified as a novelty for it combines Mil Hertz at the organ, with Willie Smith on the piano and O'Neil Spencer on the drums. It's a swell-giant novelty interpretation of two top tunes and should bring in the silver.

**MAL HALLETT (O) 1533**

**TRUE CONFESSION (FT)**

**YOU'RE OUT OF THIS WORLD TO ME (FT)**

You're going to hear this first tune a lot in the next few weeks. It's from the film of the same name and packs a lot of sob stuff. Good. Coupling is fair.

**WILL OSBORNE (O) 1534**

**YAKA HULA HICKEY DULA (FT)**

**TWELFTH STREET RAG (FT)**

The band with a swell foxtrot swing brings to wax two swell numbers. Original arrangements of the type that will please today's mad throng. Very good.

**DICK ROBERTSON (O) 1536**

**THAT OLD GANG OF MINE (FT)**

**WON'T YOU COME OVER TO MY HOUSE (FT)**

Two grand old timers recorded in the modern style by the peer of swingers, Dick Robertson. Exceptionally fine renditions of old favorites. Coin collectors for the modern phonos.

**MELOTONE**

**CHICK BULLOCK (O) 80108**

**I'VE HITTED MY WAGON TO A STAR (FT)**

**YOU'RE A SWEETHEART (FT)**

In his conventional style Chick Bullock leads his lads over the hurdles and succeeds in recording two average foxtrot arrangements of pix tune raves. Bullock sings and as a filler on a stack it's good.

**VINCENT LOPEZ (O) 80109**

**GOIN' HOLLYWOOD (FT)**

**HAM ON RYE (FT)**

Straight instrumentals. First is an original by Lopez. Second he played third fiddle in writing it. Played hot . . . and howareya. Lopez has a swell band for material of this type. Fair . . . for automatics.

**PARADISE ISLAND TRIO (O) 1548**

**PARADISE**

**ACROSS THE SEA**

Using a pipe organ with Hawaiian instru-

ments an exceedingly pleasing recording comes to us featuring Island favorites. Fine for almost any type of spot. Sweet, smooth and lovely.

**BING CROSBY (V) 1554**

**WHEN THE ORGAN PLAYED O' PROMISE ME**

**LET'S WALTZ FOR OLD TIME'S SAKE**

A slightly different Crosby recording with Eddie Dunstetter on the organ accompanying. Played and sung in waltz tempo the selections are slow but exceptionally well recorded. An average Crosby.

**DICK POWELL (V) 1557**

**I'VE HITTED MY WAGON TO A STAR**

**I'M LIKE A FISH OUT OF WATER**

A duo of dandies from "Hollywood Hotel" with Powell really giving his best. Harry Sosnick's band backs up. Nifty material.

**CONNIE BOSWELL (V) 1559**

**TRUE CONFESSION**

**EBB TIDE**

Connie does right nice by these two flicker numbers from films of the same name. Sosnick's combo. also fills the background on this pair. Right in the groove Connie puts them into the money class.

**TED FIO RITO (O) 1561**

**HOW MANY RHYMES CAN YOU GET? (FT)**

**THE CROSS-EYED COWBOY ON THE CROSS-EYED HORSE (FT)**

Muzzy Marcellino and the Debutantes cast anchors together vocally and make this disc one a bit above the ordinary. Nicely arranged foxtrots, in the Fio Rito manner, and good vocals. Good.

**BING CROSBY (V) 1565**

**THERE'S A GOLD MINE IN THE SKY**

**IN THE MISSION BY THE SEA**

Crosby finds in these two tunes numbers that he can handle exceptionally well. Eddie Dunstetter backs up at the organ. Beautiful recordings. Should make money for operators.

**CONNIE BOSWELL (V) 1568**

**YOU TOOK THE WORDS RIGHT OUT OF MY HEART**

**OUTSIDE OF PARADISE**

When Connie lets loose on picture hits the nickels are bound to come your way. Here we have her singing the top tunes from "Big Broadcast of 1938" and from "Outside of Paradise." Harry Sosnick acc. Very fine.

**WOODY HERMAN (O) 1570**

**LOCH LOMOND (FT)**

**LET'S PITCH A LITTLE WOO (FT)**

It has become the vogue of late to bring forth some of our old standard numbers and re-record them with a modern swing arrangement. On this disc Herman brings back "Loch Lomond" in a modified swing treatment. With suitable vocals it is really good. Coupling is a current ditty that is gaining in popularity. Good.

**ZORA'S HOMETOWNERS (N) 5460**

**I'LL BE HANGED IF THEY'RE GONNA HANG ME**

**WHEN THE CURTAINS OF NIGHT ARE PINNED BACK BY THE STARS**

Singing with instrumental acc. Vocals are featured all the way through on both sides. Nobby arrangements and sure to click.

**MILTON BROWN (N) 5462**

**AVALON**

**SOMEBODY STOLE MY GAL**

Novelty numbers like this pair pack a lot of value. Brown and his Brownies dust off the portfolios in their work on these two. Very good for novelty spots that like vocals.

**EDDIE DUNSTEDTER (Organ) 1572**

**PARADE OF THE WOODEN SOLDIERS**

**NOLA**

No comment is necessary on these grand numbers. Dunstetter does his best and whips h— out of the Hammond Organ. Great.

**BILLY COSTELLO (N) 1573**

**LET'S ALL SING LIKE THE BIRDIES SING**

**BARNACLE BILL, THE SAILOR**

A vocal novelty that should prove itself worthy of gathering the dough. Costello, the original picture voice of Pop Eye, the Sailor, tries desperately to make these coin-worthy. We think he succeeded. At least the disc is worth a try.

**VICTOR**

**GUY LOMBARDO (O) 25716**

**I'LL SEE YOU IN MY DREAMS (FT)**

**SUMMERTIME (FT)**

Here is a number you can use for months and months to come. A slow, sweet and lovely recording of the great favorite. "I'll See You in My Dreams." Coupling brings "Summertime"

*Get in  
the Money  
with Music's Big  
Money-  
makers*

**HIT TUNES BY HIT BANDS**

**GUY LOMBARDO**

Victor 25739—BEI MIR BIST DU SHOEN

IT'S EASIER SAID THAN DONE

**JERRY BLAINE**

Bluebird 7344—BEI MIR BIST DU SHOEN

THE BIG DIPPER

**ART KASSEL**

Bluebird 7257—THERE'S A GOLD MINE IN THE SKY

BLUE SWEETHEART



**LEO J. MEYBERG CO.**

LOS ANGELES . . . 2027 South Figueroa  
SAN FRANCISCO . . . . 70 Tenth Street

from the light opera "Porgy and Bess." Tune is by George Gershwin. Done in the traditional Lombardo style. Excellent.

**LEO REISMAN (O) 25714, 25715**

**IN THE SHADE OF THE NEW APPLE TREE (FT)**

**GOD'S COUNTRY (FT)**

**THIS NEVER HAPPENED BEFORE (FT)**

**LET'S GIVE LOVE ANOTHER CHANCE (FT)**

A new graft on the "Old Apple Tree" comes to light in this first disc by Maestro Reisman and his able assistants. Both numbers are from Harburg and Arlen's clever score for the smart new musical comedy success "Hooray for What." Second disc uncovers two from the new Lily Pons film "Hitting a New High." Recorded at a rather slow pace by the tonally rich Reisman ensemble. These two make a nearly perfect example of saue dance music. Recommended.

**HAL KEMP (O) 25718, 25722**

**I'M IN DUTCH WITH THE DUCHESS (FT)**

**POWERHOUSE (FT)**

**GOOD NIGHT ANGEL (FT)**

**SWINGIN' IN THE CORN (FT)**

A pair of novelty numbers sans vocals. First is an original something-or-other by Kemp, while the second "Powerhouse" is out of the weird mind of one Raymond Scott. Second disc brings forth two tunes from the RKO film "Radio City Revels." Top material for the automatics. Vocals are exceptionally good on "Swingin' in the Corn."

**LARRY CLINTON (O) 25712, 25724**

**JUBILEE (FT)**

**SCRAPIN' THE TOAST (FT)**

Adams and Carmichael wrote the first ditty for the new Mae West and Edmund Lowe film "Every Day's a Holiday." Clinton and his group cement it into a solid commercial tune. Second number was featured in the new Universal film "You're a Sweetheart." Swell.



**WURLITZER**

412 @ \$145.00; 312 @ \$135.00; P-12 @ \$99.50; P-30 @ \$80.00  
All purchased from Factory, equipped with Record Counters and are all mechanically perfect.  
1/3 Cash, Balance C. O. D.

**COIN AUTOMATIC MUSIC COMPANY**

915 North Saginaw Street

Flint, Michigan

**Music Operators Attention!**

We will reposit your worn Phono. Needles for 10c each or \$1.00 per doz. Up to 1,000 to 2,000 additional plays assured. Send one doz. used Needles with \$1.00 for trial.

**OPERATOR'S SERVICE SUPPLY**

802 S. Main St., — P. O. Box 51,  
SOUTH BEND, IND.



THE ONE ROSE (FT)  
OH, LADY BE GOOD (FT)

A duo of old favorites furnish the vehicle for Larry Clinton's brand of swing. An unusually fine recording. The entire band goes to town, vocally, on the second side, with considerable éclat and the get-off men. Rusin in particular, really send.

**BENNY GOODMAN (O) 25720, 25727**  
YOU TOOK THE WORDS RIGHT OUT  
OF MY HEART (FT)  
MAMA, THAT MOON IS HERE AGAIN  
(FT)  
THANKS FOR THE MEMORY (FT)  
IT'S WONDERFUL (FT)

Comes now a foursome of hit tunes from Paramount's latest extravaganza "Big Broadcast of 1938." This is Benny Goodman week at Victor and if you can prove your first name is Benny you get a free shoe shine... so we've heard! Anyway this pair of discs seems to be what the doctor ordered for automatics. Straight foxtrots, minus swing treatments, with the swellegant Martha Tilton vocalizing.

**BENNY GOODMAN (O) 25725**  
WHERE OR WHEN (FT)  
I'M A DING DONG DADDY (FT)

As much as this grand interpreter of the modern swing despises the phono. operators of America it's unbelievable he would record a record that seems to be made to order for them. At least that is our findings on 25725. Let the quips fall where they may.

**GUY LOMBARDO (O) 25731**  
SWEET AS A SONG (FT)  
I COULD USE A DREAM (FT)

Back in 1925 they made "Sally, Irene and Mary" and the picture captured the fancy of the public that year. Now, with sound, Fox dares to do it again and this time injects a few songs as a selling point. Lombardo selects two goodies and the result is a top foxtrot recording for the ultra-sophisticates.

**HAL KEMP (O) 25732**  
TAKE A TIP FROM THE TULIP (FT)  
SPEAK YOUR HEART (FT)

The wax smoothie lets loose and takes a high fling on these ditties. "Radio City Revels" provided the tunes. A distinctive disc. Bob Allen airs the tonsils on the "A" side and the lovely voice of Rosalind Marquis breaks forth on the reverse side.

**TOMMY DORSEY (O) 25733**  
A LITTLE WHITE LIGHHOUSE (FT)  
I'M THE ONE WHO LOVES YOU (FT)

That versatile gang of Dorsey's forsake swing for the nonce and provide us with a gorgeous recording of two beautiful sweet tunes. The band achieves the height of perfection with these grand numbers. Exceptionally good.

**LARRY CLINTON-JACK HARRIS (O) 25734**  
SNAKE CHARMER (FT)  
TOY TRUMPET (FT)

A novelty disc of dance tunes. First is a rhythm tune exceptionally well interpreted by Clinton's combo. Second side, recorded in Europe, offers a number one interpretation of Raymond Scott's latest effort... a novelty foxtrot that is bound to wow 'em. Very good and sweet material for any automatic stack.

## VOCALION

**SAMMY KAYE (O) 3871**  
TRUE CONFESSION (FT)  
TERRIFIC (FT)

Swing and sway with Sammy Kaye on two tunes that bid fair to become popular favorites. The first ditty is already well along the way to the top of the hit parade. Sammy does nicely by them and they should please in any dance spot.

**GEORGE HALL (O) 3873**  
HOW MANY RHYMES CAN YOU GET?  
(FT)

I'M THE ONE WHO LOVES YOU (FT)  
A Master Records recording with Dolly Dawn featured on the vocals. Dolly put the boys through a lot of clever vocals on the first side and develops it into a top production number. Second side brings to light a sober treatment of a straight dance foxtrot. Good.

**DOLLY DAWN (O) 3874**  
LET'S PITCH A LITTLE WOO (FT)  
YOU'RE A SWEETHEART (FT)

Vocalion is consistently giving operators better dance numbers. Here is a genuine operator disc if there ever was one. First side is a novelty foxtrot with the entire band vocalizing with Dolly. Dolly goes it alone on the second side sentimental ballad. Very, very good.

**JERRY COLONNA (N) 3876**  
HECTOR, THE GARBAGE COLLECTOR  
(FT)

YOU'RE MY EVERYTHING (FT)  
Jerry Colonna, with the Rhythm Wreckers accompanying, succeeds in giving this great novelty a proper presentation. "Hector" is a number that was born and developed amongst



Ten years old is Stanley Turner—that is, ten years old in the coin machine business. During that time he has worked for just two firms—one other and the Rudolph Wurlitzer Co. Today he is field instructor in Bill Simmons' district (California, Arizona and Nevada) offices. Stan, Mrs. Turner and two lovely daughters have made tennis their favorite sport, music their hobby, and thus this field instructor is a 100 per cent music man.

western operators. Written by Earl Showers it has had a tremendous acceptance everywhere presented. Here is a disc cut to measure for today's operations. Coupling brings forth a new style, heretofore unheard or undreamed of. Good.

**FRANK NOVAK (N) 3877**  
THAT OLD GANG OF MINE  
THERE'LL BE A HOT TIME IN THE  
OLD TOWN TONIGHT

Here is a great novelty recording featuring group singing. If there ever was a number recorded especially for taverns, bars, etc., it's this disc. It's absolutely the last word.

**NITE OWLS (N) 3879**  
DO YOU EVER THINK OF ME  
I SAW YOUR FACE IN THE MOON

Old time playing and singing but certainly lovely to feast your ears on. First side will win anybody's money... it's one of those great ballads we can hear over and over again. A good investment!

**SONS OF THE PIONEERS (HB) 3880, 3881**  
DOWN ALONG THE SLEEPY RIO  
GRANDE  
OPEN RANGE AHEAD  
JUST A-WEARYIN' FOR YOU  
SMILIN' THROUGH

Out in the west these lads have earned a sympathetic following because of their down-to-earth renditions of the good old hillbilly tunes. Vocalion brings you four of their great numbers on these two discs. They're right nice for almost any spot in God's country. For close harmony you can't beat these chappies. This disc holds plenty of gold in its bosom. Use it!

**MAXINE SULLIVAN (V) 3885**  
DARLING NELLIE GRAY (FT)  
THE FOLKS WHO LIVE ON THE HILL  
(FT)

A darling of a record, Maxine sings both numbers beautifully and the modern foxtrot arrangements of both numbers should make it a prime favorite. Highly recommended without reservation.

**GEORGE HALL (O) 3887**  
LET THAT BE A LESSON TO YOU  
(FT)  
I'VE HITCHED MY WAGON TO A  
STAR (FT)

Hall weighs in with two from "Hollywood Hotel." With Dolly Dawn featured on the vocals this one seems sure to hit the top ranks in foxtrot favorites for the next few weeks. An exceptionally fine recording. Catching numbers. Interesting lyrics.

## McCormick Has

new phonograph coin  
chute guard.

GREENVILLE, N. C. — Effecting considerable savings—hundreds of dollars on one test by a leading Southern music operator alone, it is claimed—L. B. "Mac" McCormick of McCormick Machine Co. has just introduced to the trade a "life-saver" in the form of a phonograph coin chute guard which protects the music operator from slugs, from pennies and from broken coin chutes. From the same source comes information that the unique device, said to be extremely modest in price, can be attached to his machines right on location by any operator who will spend a few moments.

Irritating to everyone, the slug problem has been of even greater annoyance to musicmen, and the McCormick Phonograph Slot Guard will offer great savings to operators, it is believed. Not so well suited as some coin controlled devices to the use of slug detectors, an increasing number of slugs and pennies—some of the latter so fixed that they will produce five full plays—have been causing hardships all along the line. The McCormick device is said to have been created in answer to the demand for some method of terminating fraudulent practises.

The McCormick 60-Record Carrying Case and the McCormick Waterproof Phonograph Cover and the newer McCormick Cigarette Machine Cover have all gained a considerable following, and it is indicated that the new guard is a worthy addition to the line of merchandise which is designed to protect operators and to save them money.

## New Phonograph

departs from 'usual'  
design.

CHICAGO.—With a radical departure from the ordinary in cabinet design and using extravagant and sensational illumination, the new Rock-Ola phonographs for 1938 will impel the public to "stop, look and listen," Rock-Ola officials believe. Cabinets have been planned especially to harmonize with the finest of fixtures and to blend with any surroundings. Highly polished and accurately matched woods produce a grain effect seldom found even in the most expensive furniture. The lavish use of colored woods artistically placed, rounds out what executives believe will be the most luxurious cabinets ever offered.

Mechanical and engineering departments have likewise aided in increasing operating efficiency and further the general basis for profit. Many adjustments are eliminated as a result of their work, which includes adoption of a scientifically designed tone compartment with increased baffling accurately designed. An oversize super-dynamic speaker enables the new models to give the finest and truest musical reproduction obtainable. The new extra-light hermetically-sealed crystal pickup is retained, as is the twenty-record multi-selector so popular on 1937 models.

**MELOTONE**  
Ace of the Hit Parade!

**VOCALION**  
Tops Your "Must" List!

95  
COIN  
MACHINE  
REVIEW



## Phonograph Operators Of Eastern Pennsylvania and New Jersey

President — FRANK ENGEL; Vice-President — FRANK VISCIDI; Treasurer — MORRIS MARGOLIS; Secretary — MAURICE FINKEL; Business Manager — FRANK HAMMOND. Offices 2013 Market Street, Philadelphia.

By HARRY BORTNICK

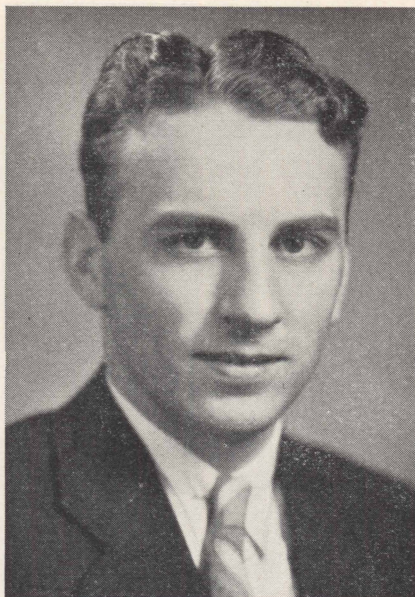
It seems that threatened trouble by the N.A.P.A. has been defeated by the ready action of the Association in immediately reporting their activity to the National Association of Coin Machine Manufacturers and the record companies. Both have offered their fullest cooperation in combating this organization which has no affiliation with any company, but is merely a group of artists who have united to attempt to mulct the phonograph operator and others. Although the organization won its test case against a Philadelphia station whom it sued in an effort to force payment of a license fee for the right to play its members records, the Phonograph Operators' Association is still firm in protecting its members from any such unwarranted demands. The phonograph division of the manufacturers' association, through its secretary, C. S. Darling, has gone so far as to offer fullest and most capable support in combating any further molestation of members.

The Association continues to make quantity purchases of various supplies and accessories used by members. Such materials are secured at the lowest possible price in order to save all members as much money as possible. The money saved through such purchases practically repays each member the amount of his dues. In fact one of the members has gone so far as to say that his joining the organization has saved him so much money on equipment purchases he gets his dues for nothing.

Another recently installed service is the reporting of foreign or novelty records which have nickel-pulling power. Several operators have tried out different combinations of records and found that they work unusually well and have reported this to the organization. Such numbers or combinations of records are given members to use as they will.

For example, one member has his machines in a foreign section and requires a tremendous number of "language" discs. He found that certain swingy tunes pulled in all sections regardless of the vocals or the strangeness of the tune. He reported this phenomenon to Hammond, who immediately put it on his book and at the next meeting told of this discovery. Several of the men, willing to risk placing an "odd" record in their machines, found that the records really did get a good play.

Through this manner a good many records have been installed in odd corners and certain spots which might cater to an unusual record or a novelty tune or arrangement. Certain of the boys have even gone so far as to resuscitate old records to test their appeal



*Traditional with Morris Maynor, Jr., is the music business. His grandfather was in it, his father is in it, and today, at 25, young Maynor is himself a veteran with seven years' experience behind him. Hailing originally from Texarkana, Texas, Maynor now lives at the O. Henry Hotel in Greensboro, N. C., where he is associated with W. R. Deaton, Wurlitzer District Manager for North Carolina, Virginia, West Virginia and Tennessee, as field instructor. Maynor registers a violent objection to sales taxes and shaving every day, approves of green ink, redheads, ham sandwiches, fancy shirts and people who are frank. Is a sucker for new cars and candid cameras. Married to Annie Russell on his twenty-fifth birthday.*

with the public, and found to their amazement that there is still a group who likes to hear old favorites.

Several manufacturers' representatives stopped at organization headquarters to talk to the boys before the meeting. Lazar, local Rock-Ola distributor (from whom this correspondent is still trying to get an advertisement) congratulated the organization on its splendid new headquarters, offered them season's greetings and promised to see them at Chicago. Sam Mendelson, local J. P. Seeburg representative, also dropped in to see the operators and extend the season's best wishes and a promise to see them in Chi.

New members recently installed and initiated properly include: William King, Rex Amusement Co.; Sidney Myers; William H. Alvin; Edward Leopold; and a member from quite a distance, George P. Fairchild of the Fairmore Music Co., Reading, Penna.

Elections, scheduled to be held during December, were delayed until after the convention due to the fact that so much important business has suddenly turned up and the membership thought it would be best not to disturb the experienced officers, nor take a chance on appointing new men who might not be as experienced in Association matters.

The last December meeting wound up with everybody promising to meet on the train bound for Chicago and trying to remember who they know in the Windy City. Although each man kept it under his hat they all whispered secretly to your REVIEW correspondent that they hope they're the one to come

home with a new automobile, as Engel and Spector did a year ago.

### Personals:

Congratulations to Reds Margolis who became the oh-so-proud daddy of a baby boy. It's his first and he walks around with his chest out so far he had a hard time getting through the door when he came to the meeting.

Best wishes for a speedy recovery to Bill Alvin who has been laid up for several weeks.

Whenever a new hit comes, the first one to get it is jovial Maury Finkel, who operates under the name, Hi-Point. His latest exploit was to be the first operator in Philly to have that newest hit tune, "Bei Mir Bist Du Schon." One of the newscribblers mentioned that while he sat for an hour in one of the clubs the tune was played 32 times, believe it or not. That means more commission for Finkel, because it was in one of his spots that this event took place.

Larry Yanks, trading under the name of Musical Service, is now located in new quarters on Market Street. And Larry has a grand looking young secretary whom he offered to place in contest with any other operator's secretary in this section. He feels so sure she'll win he's ready to place some dough on it. (A lot of others must feel that way too from the line that's always hanging about the place.) We were in his place while he was listening to several versions of that aforementioned hit, Bei Mir Bist Du Schon, and darn if several of the fellows weren't staring at Miss Kaplan—that's the gal's moniker—all during the songs, with "I think that's you" looks in their eyes.

Engel and Spector have been using newspaper ads to the effect that they rent automatic phonos for parties.

Frank Hammond and Morris Margolis attended one of the meetings of the Automatic Music Operators' Association Incorporated of New York, and stood ready to offer some advice from their experience in organizing and conducting a similar organization in Philadelphia, whose functions they explained, going into details of their courtesy "pull-out" list which was so highly approved of that it was immediately offered on the floor for adoption by the New York organization and unanimously accepted.

Hammond and Margolis expressed interest at the large number of operators who have already become connected with the organization. They told this reporter that they expected the New York Association to become one of the best and strongest phonograph groups in the country, if their initial organizing period is to be taken as a criterion of their continued existence.

Cy Glickman is offering his Steppin' Sam black boy and the board upon which he dances at a special rate to Phonograph Association members. The device is a nickel-puller when used on a phonograph. He gave us one to use as an example of how easy it is to make the little dancer do freak steps. All you have to do is sit on the back end of the board and tap the front end with your index finger holding the little colored dancer with your other hand. It's very simple as pictured on the board. One minute and anybody can have the dancer performing steps that would have Bill Robinson and Fred Astaire green with jealousy.

**VOCALION**  
Tops Your "Must" List!

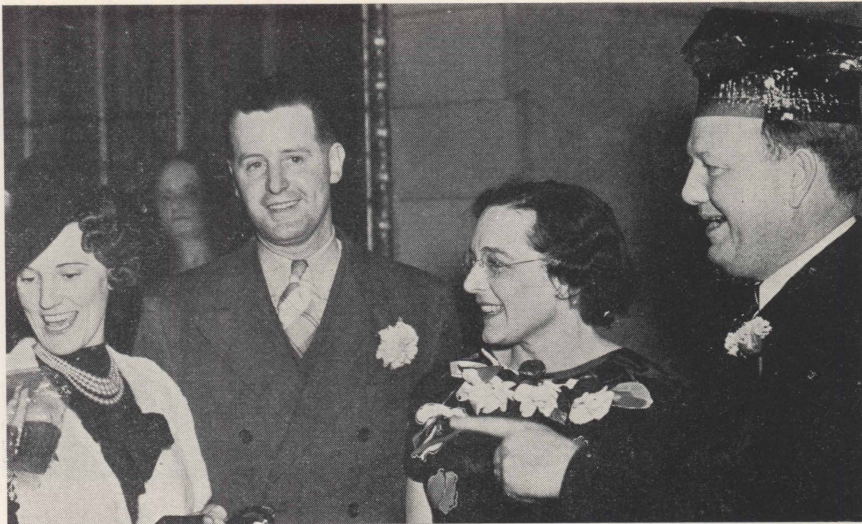




Alfred Lamb, ex-magician, shows that the "ex" means only that he doesn't earn his living doing tricks. Here he's applying the swift touch to some solid steel rings for the entertainment of guests at Wurlitzer's Los Angeles party.

### 'Mike' at Show

CHICAGO.—"Mike" will be at the Show to meet you and to demonstrate how he cashes in on the tremendous popularity of current question and answer radio broadcasts such as Nash-Kelvinator Co.'s "Professor Quiz" and the chatty "Man on the Street" shows. "Mike" is a new counter-type trade stimulator who derives his name from "microphone," and he appeals to everyone for he is entertaining, educational, and he offers the chance of winning something. He offers a competitive appeal, too, for everyone is eager for an opportunity to prove he's a little smarter than the other fellow. A player natural and a dealer natural alike, with newspapers and radio creating a wide-open field for him, "Mike" is said to be a most attractive little package 6 inches wide, 12 inches high and 4 inches deep. He comes with either 500 or 1000 questions and answers.



"Well, look what you have!" declares Homer Capehart (right). Mrs. Capehart looks amused, George Miller tries to hide his smile from his wife, and Mrs. Miller can't imagine where she picked it up. In case you can't tell, it's a hat, and all the guests wore them when Wurlitzer gave a party in Oakland for their Northern California operators.

### Life Diverting

at Western Distributors

PORTLAND, (RC)—Life is diverting at Western Distributors, to say the least. Among the highlights was the open house party, December 24, when a hundred guests participated in wassail (liquid refreshments, to you). A few nights later two prowlers, appreciating the fine stock on display in the show rooms, jimmied the heavy door and were preparing to load up a car stationed nearby. On his job, the special night watchman sensed hi-jackers and flashed his light. The pair ran out, jumped into their car and tore out so fast they ran into another car and the police got them both.

But that wasn't all. As an aid to their feelings the pair told the arresting officers there were a lot of machines that ought to be seized. The vice-squad roared out to Sixteenth and Jefferson only to find they had been given a false alarm. The pair were convicted on a charge of break and enter.

A third incident happened to Budge Wright. Mr. and Mrs. Sam McConnell, Grants Pass, Ore., operators, talked late into the night about branching out into music. So, at 3 a. m. they long-distanced Portland, got Wright out of bed and ordered half a dozen machines. The phonographs were on their way at breakfast-time the next morning. As an interesting sidelight it might be mentioned that Mac is an accomplished Rogue River fisherman. He throws back all salmon under 24 pounds.

Verne Raw, of Seaside, Ore., was looking over the metropolis during New Year's week. Based upon the good business the beach city enjoyed last summer, he ordered a carload of U-Pop-It machines out of Portland.

Mr. and Mrs. Jess Fee of Portland are parents of a baby girl.

\* \* \*

Simple question: What I want to know is why a motorcycle cop—after winning such a swell race—always seems so mad about it!

### Light, Color

basis for Wurlitzer aid to operators.

NORTH TONAWANDA, N. Y.—When the Rudolph Wurlitzer Co. makes and sells a phonograph to an operator it doesn't rest there. Instead it goes out and finds a place for the operator to put the machine. Indication of this practice came when, in the middle of December, a huge stack of four-color broadsides were mailed out from the factory to potential locations scattered throughout the entire United States and Canada.

Using the familiar (to operators) picture of the moth and the candle, and the caption "brilliance draws the moth to the flame," the theme of the mailing was "light and color show the way to more business and greater profits." Inside the first fold appeared a colorful and illuminated Niagara. Within the next fold there appeared New York's Broadway by night, featuring lighted theatre marquees and gorgeous electrical advertising displays, and—leaving at least one editorial writer wondering how many privately owned automobiles there are in Gotham—forty-six Yellow Cabs and six automobiles within counting distance.

Within, spread out to its fullest extent, the folder showed in full color, and with lucite bars lighted, a Wurlitzer 616A Phonograph, and carried an invitation to location owners to write the factory on an enclosed postal card to have an operator call and install a Wurlitzer without charge.

### Office Moved

SEATTLE.—Long at one well-known spot, the Seattle branch of the American Record Corp. of California has been forced to leave. A record December business in records was the last straw, proving too much for the space allotted, and Al Muir and his cohorts have moved into finer and larger new quarters.

**BRUNSWICK**  
Every Artist an ARTIST!



# NEW YORK



## Amalgamated Vending Operators' Association

President—MORRIS SILVERSTEIN; Vice-President—JOSEPH SCHOENBERG; Treasurer, WILLIAM PRAGNELL; Financial Secretary—LOU ROSE; Recording Secretary—MOE GLADSTONE; Sergeant-at-Arms—MARTIN ROTH; Managing Director—JOE FISHMAN. Office—1841 Broadway, N. Y. C.

By IRVING SHERMAN

The meeting of the Amalgamated Vending Machine Operators' Association at the Pythian Temple, Broadway & 70th Street, New York City January 4, at 8:30 p.m. proved unusually interesting.

Following the opening of this meeting Marvin Liebowitz, chairman of the board of directors of the Association and also chairman of the legislative committee of the organization, called upon to make a report in connection with progress of the latter group, gave a detailed and highly informative account of the steps that have been taken to assure coin machine operation not only in the New York City area, but in the entire state.

Relating some of the obstacles that have to be overcome in view of developments in the New York territory of late, Liebowitz pointed out with what devotion certain operators attended to tasks calculated to alleviate the distress of their fellow operators.

"At this time," he declared, "it is my happy privilege to be able to report to you members that in a joint meeting with a committee of the Greater Amalgamated Vending Machine Operators'

Association of Brooklyn, we have proceeded from digests and analysis of the situation to steps that we feel, with some confidence, will bring about a state of security and even prosperity in coin machine operation.

"Let me briefly run the situation over for you," the speaker continued. "All of your operators are familiar, to a greater or lesser extent, with Bill 982 before the New York State legislature. Now there is a specific section in that bill which definitely rules out any type of coin machine either operated or possessed, that is equipped with an ejector for tickets, slugs or what have you. In short, the New York State Legislature is against payoffs and all of us operators here tonight might as well get used to the idea that payoffs are finished in this territory. But retreat, gentlemen, does not necessarily mean the loss of the war or even the battle. What we do is go back to a point of greater vantage and try to work forward from that.

"Your board of directors, your joint committee, has been having meeting after meeting. We have had our private scraps and battles in order that we may come to some middle ground, some livable space where we could not only exist, but maybe even make a little profit in coin machine operation. What has been the net result of all the hard work and oratory involved?

"In the first place, all payoffs are out. In view of how critics of our business feel, what else could we decide? What is left then when you rule out the payoff is, we have finally decided, the five-ball novelty game. That game must, in the future, become not only our solace, but our hope. This decided upon, what is the next step planned?

"I will call out the cards to you exactly as they are laid on the table. First, we need money. Second, we need absolute cooperation. Third, we want every operator to think along the lines of general welfare and not solely of his own interests.

"I know, gentlemen," Liebowitz went on, "that in calling upon each and every member for funds I am doing so at a time when every man's penny means a lot to him. But what are you members going to get for your money? I think that the question is not whether we spend or do not. It is more pertinent to put it that either we stay in business or we do not. All that I am telling you, my appeal to you for funds, is not part

of some wild scheme we have cooked up. With our offering to the Administration of the elimination of all types of payoffs what have we achieved? We have, in the opinion of those best informed about the situation in coin machine operation in New York, a decided talking point. We can go to the legislators and say to them, 'Gentlemen, we have listened to your wishes and have obeyed them. We are law-respecting and law-abiding citizens wanting only to continue in a legitimate business. Inasmuch as a supreme court justice in this state has ruled upon the legality of the five-ball novelty game, are we asking too much if this game be allowed to operate in the State of New York?'

"As all of you members can see," the speaker continued, "our plan is not sensational. But this much I'll say for it. It is sound and practical. Furthermore, in an opinion from a certain authoritative body which cannot be quoted now, we have been assured that we are travelling in the right direction.

"But to prove to you members that we really did some thinking on this problem and that our thoughts revolved around your personal interests, before I conclude, let me tell you of a plan which we have worked out whereby by virtue of the cooperation of every jobber and distributor in this territory, we hope, in time, to return to each operator every penny that he has handed in to our general legislative funds. This plan will include non-members as well as members and will, we feel sure, provide for trade harmony and profitable operation."

Liebowitz, going into detail concerning the plan, explained that it called for the payment of \$2 for every new game sold either by a jobber or distributor, and \$1 for every used game sold, to the Association's treasury. The money collected, it was pointed out, will be by way of reimbursement to operators for their contribution to insure the continuance of coin machine operation in New York.

Concluding, Liebowitz asked for questions from the floor and several members responded, asking for clarification of parts of the plan. Responding to an inquiry as to what party or parties would handle the collected funds, Liebowitz told of the satisfaction the association had in the knowledge that Harry Rosen of the Modern Vending Co., well-known and liked by countless operators, had agreed to serve as custodian of the money. In addition, Liebowitz declared that Rosen had volunteered to help the operators in their present mess.

In order of succession, William Pragnell, Murray Lax, Philip Turk and Philip Sapir spoke in favor of the contemplated plan and also expressed their appreciation of the work it involved on the part of Liebowitz and associates. Morris Silverstein, vice-president of the Association, who, presided at the meeting in the absence of President Lee Rubinow, also related some of the struggles and difficulties encountered by the board of directors and the joint committee in arriving at a decision as to action on the part of the coin machine operators. "I call upon the association members to show their appreciation by

(See AMALGAMATED, page 100)

## Attention Operators!

Check up on the old stock that you don't want. Figure out what new machines you need and we will give you a liberal allowance on any kind of trade. A few minutes' time and a letter with a three cent stamp is liable to make you a hundred dollars.

Will you do it now? The longer the merchandise remains in your basement the less value it has.

We carry a full line of everything. All you have to do is name it.

### Advance Automatic Sales Co.

1021 Golden Gate Ave.  
SAN FRANCISCO, CALIF.



SEE THE  
**RAINBOW**  
GABEL'S  
LATEST  
CREATION

IN AUTOMATIC PHONOGRAPHS

TO BE ON DISPLAY AT THE  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO

JANUARY 17-20 IN BOOTH 94 AND SUITE 814

**99**  
COIN  
MACHINE  
REVIEW

---

**PACIFIC COAST OPERATORS:**

*Watch For Model To Be Displayed By*

**BOB LLOYD** AT 4505 SO. VERMONT AVENUE, LOS ANGELES

**THE JOHN GABEL MFG. CO.**

1200 W. LAKE ST., CHICAGO



## Amalgamated

(Continued from page 98)

sincere and effective cooperation," Silverstein appealed.

Gaining the floor Joseph Fishman, managing director of the Amalgamated, reminded members of the dance to be given January 10 and urged all members to attend for the purpose of a good time and also to help the Association make some money. Going over some of the difficulties of the past year, Fishman dedicated himself to greater efforts on behalf of the organization for 1938 and assured the members that if each one cooperated and paid promptly for stickers, they need not worry about their future.

"We have seen some dark days in '37, but if we stick together we'll stay in business," Fishman said. "Sticking together is best done by attendance at meetings when and where called. Be prompt on meeting nights. Please remember members live at distant points and want to leave early. Above all, don't forget that if the office doesn't have your support, it cannot go on. Another thing: Appeal for money is not pleasant and it isn't always necessary. Buy as many tickets to our dance as you can. Sell 'em or give 'em to Sunday locations, and come down on Sunday night with your wife and friends and have a good time."

Following this, election of officers resulted in the following roster: President, Morris Silverstein; vice-president, Joseph Schoenberg; treasurer, William Pragnell; financial secretary, Lou Rose; recording secretary, Moe Gladstone; sergeant-at-arms, Martin Roth. The new board of directors includes Marvin Liebowitz, Lester Klien, Philip Kramer, Harry Wasserman, Philip Sapir, Philip Turk, Joseph Hirsch, Al Glickman, Jack Jaffee, Irving Skrilow.

The last five members of the newly elected board of directors have a term of office for only six months according to the by-laws of the Amalgamated. The remaining five are in office for a full year and constitute therefore a senior group.

The meeting adjourned at 11:55 p. m. after President-elect Silverstein concluded with a few words concerning member cooperation in Good and Welfare.

### Personals

Although Leon Taksen is not a member of the Amalgamated he is a welcome visitor at every meeting and helps things along by encouraging members to flights of oratory. Asked if the Amalgamated was his hobby, Leon stated that if it isn't it ought to be for it certainly gives him a kick.

Philip Sapir who is an art collector as a sideline, got himself elected to the board of directors because his friend Harry Wasserman joshed him about his popularity in the Association. "That takes care of Harry," gleamed Phil noting the returns.

Lee Rubinow, rotund ex-president of the Amalgamated, was missing for the first time in the writer's memory. Where was Lee? You guessed it: Busy being president at another meeting!

Al Glickman, Leon Taksen's partner,

## Plans Completed for Show

By N. MARSHALL SEEBURG,  
J. P. Seeburg Corp., and  
NACOMM Convention Committee Chairman

As chairman of the NACOMM Convention Committee, it is my great pleasure to report that all plans have been completed for the most impressive coin machine exhibit in the history of the industry. From the opening day of the Show, January 17, until the final hour January 20, the Sherman Hotel in Chicago promises to be the scene of activities and revelations that will keep visitors in a constant state of pleasant surprise. The 1938 Convention will be a smooth-running, informative, instructive and entertaining event from start to finish. Every operator who has indicated that he will attend the Show will find the well-planned exhibit halls alive with the new products of more than 100 exhibitors. In addition to the regular displays, numerous manufacturers and distributors will follow the usual custom of private showings of new equipment.

We are advised that new products are designed to meet the revised operating requirements which have affected the majority of territories and, even to those of us who are familiar with the dynamic progress of the coin machine industry, the new ideas to be presented in all lines of coin operated equipment and related devices are amazing, and not only astonishing, but encouraging as well. It is my firm conviction, and that of all members of NACOMM, that the coin machine industry in every department will receive an impetus from the results of the Convention that will carry operating and manufacturing into a new era of profitable activity.

Operators the nation over are vitally interested in what the current year has to offer, and advance registrations have confirmed that interest. In addition to the thousands of advance registration forms sent out by the registration committee, many thousands more were forwarded to operators by the various manufacturers. The advance registration this year far exceeds that of previous years and Chicago hotels report a flood of reservations with many more expected before the opening day of the Show.

Bonafide members of the industry will be pleased to know that this year they will be free to enjoy the Convention without interference from irresponsible curiosity seekers. The advance registration plan, so successfully carried out last year, makes mandatory the payment of a \$1 admission fee for any-

has gone into the automobile business. Al has become a dealer in used cars. Leon explains that Al, not having enough troubles in the coin machine trade, decided to pick up some more in the auto trade.

Martin Roth was a toss-up for vice-president or sergeant-at-arms. He got the latter because, explained a friend, Marty likes to get as close to the door as he can and when you're vice president, you can't be first out even if the president doesn't see you!

Marvin Liebowitz had to rush from the meeting but he was back in time to find himself leading the new board of directors elected, as usual.

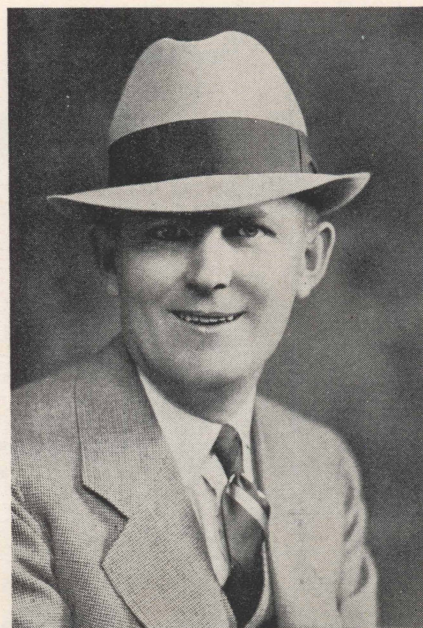
one not registered. This will insure that those visitors not connected with the industry will be persons genuinely interested.

Nothing has been overlooked to provide Convention visitors with amusement, entertainment and excitement, at the annual banquet and with the distribution of many prizes—ranging from radios to watches and luggage—during the four days of the Show. The banquet itself is planned to be more elaborate than ever before. The entire resources of the famous Sherman Hotel kitchens will provide a hearty, tasty dinner during which headline talent from radio, vaudeville and night spots will stage a floor show of unusual merit.

Members of the various committees entrusted with the execution of Convention plans are to be commended highly for their untiring efforts. To them we shall owe the success of the Show.

As in previous years, intelligent and serious discussion of problems confronting various branches of the industry will be held in a series of meetings during the Convention. The schedule of daily lectures and round-table gatherings will be posted on the bulletin board in the hotel lobby, and it is expected that this year's Show will see an exceptionally large attendance at such meetings.

The business of operating and manufacturing coin machines is mature, stable and forward-looking, and at no time in the past has there been so serious a regard for the further stabilization of operating and manufacturing as now. The keynote of the entire 1938 convention is optimism. It has been the keynote of the industry since its beginning, and it is that optimism which is at the foundation of all our progress. The progress of our industry can be noted best at the Show during the week of January 17, and on behalf of the NACOMM, I sincerely urge every operator to make it his duty to attend.



In the January, 1937 issue of the COIN MACHINE REVIEW, this picture preceded the announcement that C. R. Adelberg had been named sales manager for the Stoner Corp. of Aurora, Ill. Now, just one year later, the same picture is used to show the man who has just been made vice-president of the Stoner Corp.





**SEE IT!**

**HEAR IT!**

*and you'll* **SAY IT!**

**WURLITZER**

*has done it—*

**MAN**



# WURLITZER INTRODUCES:

## the most beautiful reproducing instrument in automatic phonograph history

The New Wurlitzer Phonograph is designed and built to the standards maintained by Wurlitzer each succeeding year as the leading manufacturer of musical instruments—the world over! It plays 24 records! It presents the most realistic tone yet accomplished in the automatic music industry! It offers the first cabinet to incorporate lighted, translucent panels for greater attraction power! It is available in two models identical except for coin equipment.

Model 24 is standard with the new, improved Wurlitzer mechanical play registration and Wurlitzer slides. Model 24-A, at slightly higher cost, comes equipped with A.B.T. magnetic selectors, butterfly switches, coin entry slides and a built-in scavenger cup.

Study all the sensational features of this phenomenal phonograph. Point by point you'll find the new Wurlitzer Automatic Phonograph Model 24 and 24-A offer the greatest profit possibilities ever presented to music operators. Then—write or wire for information about price, terms and delivery. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

## 16 MONEY-MAKING FEATURES for You!

### 1 The most flexible coin equipment ever offered music operators

Models 24 and 24-A meet the coin equipment requirements of every operator everywhere through a choice of two types of coin mechanisms—Wurlitzer or A.B.T. For the first time the music operator may exercise individual preference in specifying coin equipment to meet all existing conditions in his territory—may have Conventional or Magnetic Selectors—Electrical or Mechanical Play Registration.



### 2 Coin slides located on cabinet top

Coin slides on the Models 24 and 24-A are located on the cabinet top—a feature which not only enables a cleaner cabinet front but makes the coin slides as fool-proof as it is humanly possible to build them. These models will not only step up operator earning possibilities to an all time high, but through more efficient coin mechanism further protects these earnings.

### 3 Amplifier combines simple construction with increased output



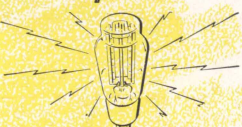
Models 24 and 24-A incorporate a Wurlitzer built amplifier specially designed for exclusive use on these phonographs combining amazing simplicity of construction with considerably increased output. The simplicity of this amplifier will be reflected in appreciable savings in service, welcome to every operator.

### 4 The finest Tone ever attained in any sound reproduction



Models 24 and 24-A have a pedestal mounted 15 inch dust-proof speaker and magnetic pickup—a conveniently located key-type, compensated volume control—a three-step tone control. No previous automatic phonograph ever produced the clear, undistorted tone at either low or maximum volume that these sensational models bring you. The inevitable result is increased play.

### 5 Standard type tubes, easily obtainable anywhere



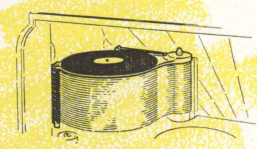
All tubes used in the Wurlitzer Automatic Phonograph Models 24 and 24-A are of standard type—proved best by long usage and available everywhere. A convenience and economy feature every operator will appreciate.

### 6 24 Record play—greatest in automatic phonograph history



The Models 24 and 24-A are equipped with the original time-tested, trouble-free Wurlitzer Record Changer with its famous Multi-Selector (Reg. U. S. Pat. Off.) but now playing 24 records! The broadest selection ever offered in any automatic phonograph—revolutionary record carrying capacity that means greater play appeal—bigger operator earnings.

### 7 Stronger, sturdily built record changer chassis

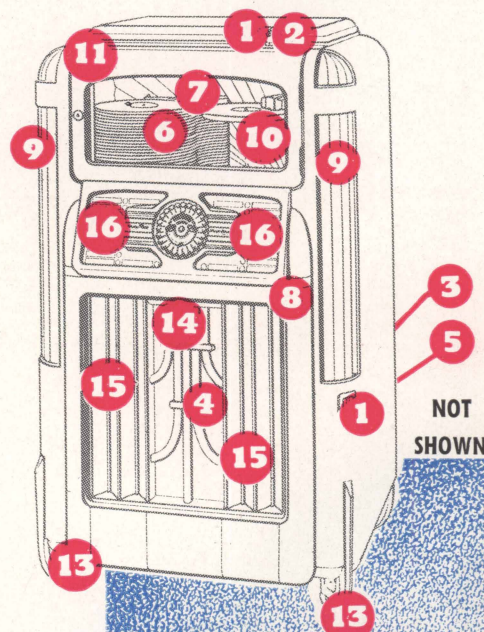


The record changer chassis, although essentially the same time-tested Wurlitzer mechanism with its recognized freedom from servicing is stronger, sturdier, reinforced throughout for 24 trays.

### 8 Most beautiful phonograph cabinet ever designed



Styled by Paul M. Fuller, one of America's foremost designers, the new Wurlitzer Models 24 and 24-A are the most magnificent example of light and color applied to cabinet decoration ever introduced in the music industry.



AND 8 MORE BIG FEATURES  
FOR DESCRIPTION  
TURN THE PAGE



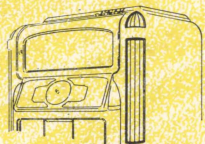


WURLITZER Automatic PHONOGRAPH  
Model 24 and 24-A



9

**An innovation in phonograph illumination—lighted translucent built-in plastic pilasters!**



Vivid addition to the colorful eye appeal of the Models 24 and 24-A are illuminated front corner pilasters of translucent plastic. Fire resistant, carrying enormously high impact resisting power, these intriguing pilasters emit an eye stopping amber glow when lighted yet harmonize perfectly with the cabinet wood when not illuminated. A great contribution to automatic phonograph attention getting power. And, an exclusive Wurlitzer feature.

10

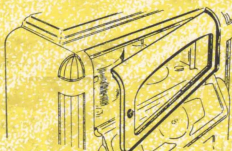
**Fluted record changer background completes cabinet of unsurpassed beauty**



A newly designed eye stopping fluted, illuminated record changer background supplies the final touch to a triumph in cabinet light and color. The Wurlitzer Models 24 and 24-A present irresistible appeal that prophesies the greatest operator profit opportunity ever presented by any phonograph manufacturer.

11

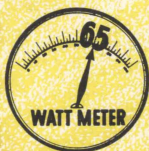
**A larger record changer compartment door—greater operator convenience**



Wurlitzer has overlooked no feature in its amazing Models 24 and 24-A that would contribute either to the operator's profit or his convenience. An enlarged record changer compartment door makes access to the entire assembly easier than ever before—enables record or needle changing with the absolute minimum in time and effort.

12

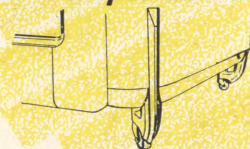
**Despite its marvelous illumination—light current consumption has been reduced by half!**



Despite the most brilliant and gorgeous illumination ever incorporated in any automatic phonograph, Models 24 and 24-A consume but 65 watts for lighting purposes. And every lamp in it is available at any hardware store! Truly the Wurlitzer Models 24 and 24-A are the ultimate in automatic phonographs. The surest location getters—the biggest money-makers ever offered the music operators of America!

13

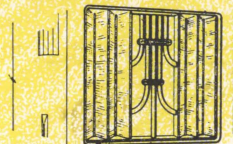
**Cabinet raised from floor to preserve its beauty—mounted on casters to make it easy to move**



The magnificent cabinets of Models 24 and 24-A are elevated off the floor on highly polished, decorative metal legs. No mop or scuff marks can mar the beauty of their highly figured walnut wood. No extra base is required to protect them. Removable, ball bearing, rubber-covered casters enable them to be moved about any location with effortless ease.

14

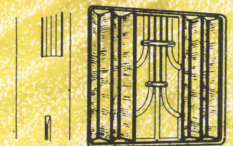
**Brilliant bars of "Lucite" form center illumination on striking new grille**



Colorful bars of "Lucite", an original Wurlitzer development, are retained on the new Models 24 and 24-A. This time in an eye arresting, illuminated center grille design. Held together by decorative, polished metal clips they play an important part in making the Wurlitzer the center of all eyes in any location—a sure big money-maker!

15

**Novel "Lectrosheet" grille panels—make possible new tone clarity**



Flanking the glowing bars of "Lucite" on the Models 24 and 24-A grilles are one-piece, rattle-proof, "LECTROSHEET" panels illuminated from above. Exclusively made for Wurlitzer, this unique metal grille material not only enhances the beauty of this gorgeous instrument but makes new tone clarity and volume possible.

16

**New illuminated program holder easier to read and service than ever before**

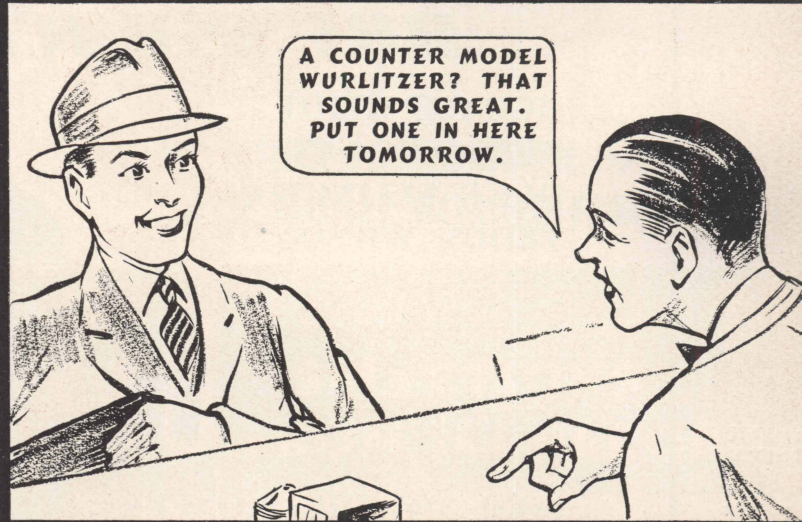
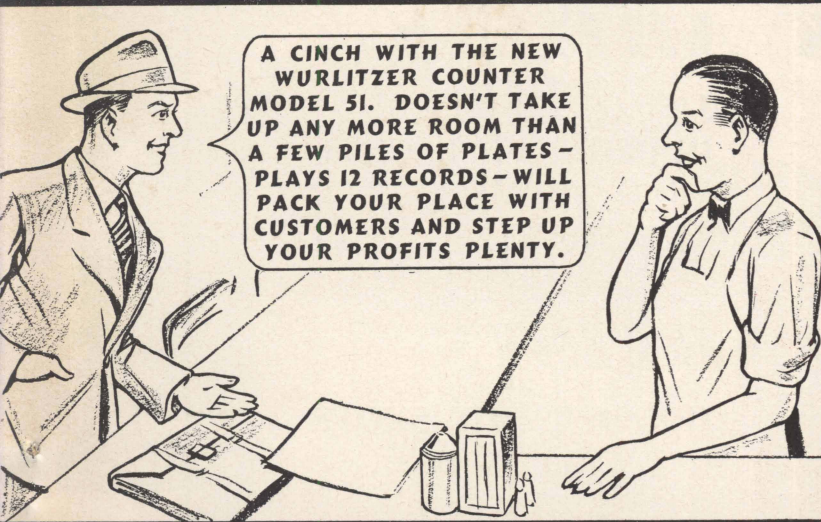


A new illuminated program holder with brilliantly lighted center selector dial is set at an eye angle that makes possible easy reading of all numbers and selections. Each number is adjacent to its corresponding Multi-Selector button. The entire assembly is hinged to tip forward for convenience in changing the now clip-free record slips.

**WRITE OR WIRE  
FOR DETAILS  
today**



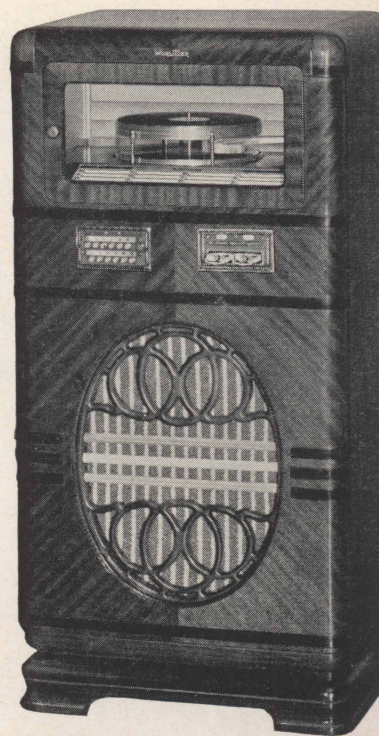
# NICKELTOONS . . . . . BY WURLITZER



## PICTURE THE PROFITS WURLITZER'S SENSATIONAL SPACE SAVING COUNTER AND CONSOLE MODELS CAN MAKE FOR YOU IN SMALL LOCATIONS

Designed for small bars, lunch cars and locations of every type that need automatic music but lack enough floor space to accommodate a larger phonograph—these models will enable you to line up locations you have never been able to consider before—and multiply your profit possibilities many fold. Look around your locality now. You'll find hundreds of locations that are naturals for either the Wurlitzer Counter Model 51 or the Console Model 50. Then, write or wire for particulars at once. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

Illustrated at right: Wurlitzer Console Model 50. Occupies only 3 square feet of floor space. Plays 12 records. Beautiful cabinet incorporates richly carved grille strikingly illuminated with brilliant bars of "Lucite".



# WURLITZER COUNTER MODEL 51 CONSOLE MODEL 50

AUTOMATIC PHONOGRAPHS

*Turn Small Locations into Big Money Makers*



# THE AMERICAN RECORD CORPORATION OF CALIFORNIA

## WISHES YOU A HAPPY NEW YEAR

And makes it possible for you to have a PROSPEROUS one by offering you regular releases by the following NAME ARTISTS, the biggest in the business—

### **BRUNSWICK ARTISTS**

HORACE HEIDT  
RUSS MORGAN  
DUKE ELLINGTON  
TEDDY WILSON

JAN GARBER  
HUDSON - DE LANGE  
FRED ASTAIRE  
ART SHAW

### **VOCALION ARTISTS**

MAXINE SULLIVAN  
SAMMY KAYE  
SONS OF THE PIONEERS  
DOLLY DAWN  
THE KIDOODLERS  
BOB WILLS  
BILLIE HOLLIDAY  
SWEET VIOLET BOYS

HOOSIER HOT SHOTS  
CAB CALLOWAY  
ISHAM JONES  
MIDGE WILLIAMS  
FLETCHER HENDERSON  
MILDRED BAILEY  
ROY NEWMAN  
BERNIE CUMMINS

### **MELOTONE ARTISTS**

GENE AUTREY  
VINCENT LOPEZ  
PRAIRIE RAMBLERS

CHICK BULLOCK  
GENE KARDOS  
PATSY MONTANA

*Place a standing order for all records released  
by these Artists with your nearest branch*

## AMERICAN RECORD CORPORATION

of California

1206 Maple Avenue  
LOS ANGELES

3127 Western Ave.  
SEATTLE

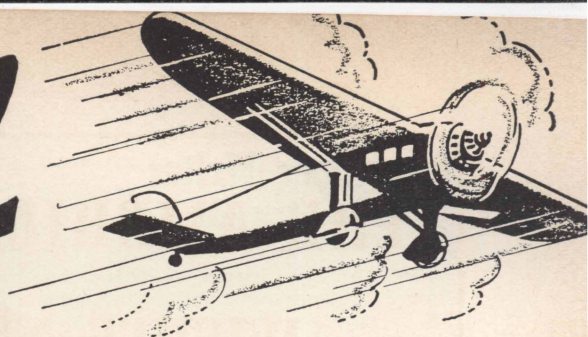
R. A. Howe, Sales Representative  
HONOLULU, T. H.

355 Ninth Street  
SAN FRANCISCO



# OPERATORS!

# Take Off



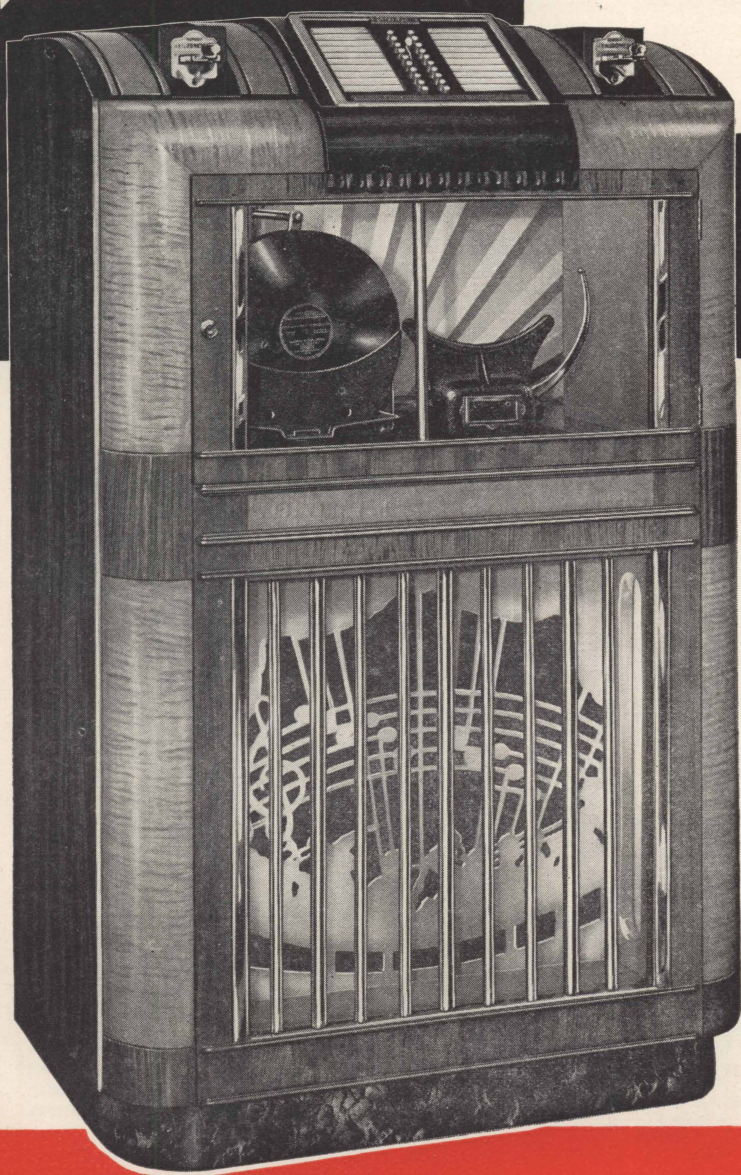
## FOR NEW PROFITS

### MAKE MORE MONEY WITH THE

# Orchestrope

NO OTHER PHONOGRAPH HAS ALL  
THESE MONEY GETTING FEATURES

THE MODERN PHONOGRAPH



## 20 SELECTIONS FROM 10 RECORDS

**CUSTOMER APPEAL**—Easy to operate. Combined program and Multi Selector. No number to remember. No stooping. Program Selector and coin slides at top of cabinet.

**LOCATION APPEAL**—Beautiful and impressive cabinets. Thousand Dollar Tone. Original, different, distinctive in appearance and operation.

**OPERATOR APPEAL**—Plays records on both sides. Lower operating cost. Gets and holds the best paying locations.

## WRITE • WIRE • PHONE

### THE CAPEHART, INCORPORATED

FORT WAYNE, INDIANA

WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF AUTOMATIC PHONOGRAPHS



# Newspaper Writer

tells of Stoner following.

AURORA, Ill. (Special) — When the Stoner Mfg. Corp. of this city exhibits its 1938 hit games at the annual Coin Machine Show and convention, all Aurora will be pulling for the Stoners to click in 1938. Harry Stoner, M. H. Stoner and Ted Stoner bear the good wishes of this entire community, for they have taken the name of Aurora around the world with their popular coin operated amusement games.

There are plenty of reasons why Aurora is proud of the Stoner success and anxious for its continuance. In the first place, there's the important fact that 400 local people are making good salaries from the Stoner enterprises. Back in the worst days of the depression when the Stoners began expanding their operations, many of these people were unemployed. Now they have good jobs, have learned to do skilled work, and are highly respected, responsible, self-supporting members of the community.

The Stoners have doubled their plant capacity in the past two years, taking over a large factory building next door and thus boosting their production capacity and improving plant efficiency. In buying their second factory building they became listed among the community's larger property owners. As a matter of record, everything that makes up a Stoner game, except for the glass table tops, is made right within the organization, establishing the organization as a complete manufacturing unit operating on the precision manufacture and assembly line system used by the largest motor car manufacturers.

So, first of all, Aurorans want Stoners to continue their phenomenal success because it means better business for the city. But beyond that, Aurora wants the organization to keep going because the Stoners have sold the community on the coin machine industry and because they are regarded as "great guys." They are the most active workers in civic improvements; they are constantly publicizing the city wherever their games are sold; they are liberal contributors to every community enterprise, giving time, money and advertising space without question to benefit Aurora. An example of their sincerity came with purchase of a half-page, un-



The Stoners

signed plea in the newspaper for support of a plan to send a high school band to a national contest. To this date only two or three people at the newspaper, of whom this writer is one, know that the Stoner Mfg. Corp. bought the ad and paid for the space.

Aurora is an industrial community, with numerous factories, and the Stoner plant has become an outstanding example of industrial efficiency. Nothing is wasted, either in material or effort. Because of the savings effected the Stoner Corp. is able to build extra quality into its products without getting above the price range of its competitors. Similarly, when they buy anything — services or merchandise — the Stoners buy from the person or firm whom they believe to be outstanding in the field. Aurorans believe much of the firm's success is due to this sort of business policy.

The Stoner booth has always been a major crowd puller at the Coin Machine Shows, and there is every reason to believe that the same thing will transpire this year. C. R. Adelberg, popular Stoner salesman, who came here from a highly successful business connection in Milwaukee to bring the Stoner company the benefits of his sales experience, believes that the record for consistent "hit" games will remain intact and will be strengthened by the 1938 product, among them: Parley Vouz, a 1-ball payout table; Aces Wild, a console game; and Skill Derby, another console which cashes in on the popularity of horse racing.

## MUSIC SURVEY

Best Sellers for December

### BLUEBIRD

- B-7069—Vieni, Vieni  
Don't Play with Fire  
Rudy Vallee Orchestra
- B-7256—Once in a While  
Queen Isabella  
Ozzie Nelson Orchestra
- B-7305—How Many Rhymes Can You Get?  
The Better To Love You With  
Shep Fields Orchestra
- B-7304—You Took the Words Right Out of My Heart  
This Little Ripple Had Rhythm  
Shep Fields Orchestra
- B-7255—Rosalie  
Thrill of a Lifetime  
Art Kassel Orchestra
- B-7318—Mama, That Moon Is Here Again  
Thanks for the Memory  
Shep Fields Orchestra

### BRUNSWICK

- 8027—True Confession  
Moon of Manakora  
Dorothy Lamour
- 7977—Once in a While  
Sweet Varsity Sue  
Horace Heidt Orchestra
- 8013—Mama, That Moon Is Here Again  
Sweet Someone  
Horace Heidt Orchestra
- 8028—Rosalie  
Sail Along, Silvery Moon  
Horace Heidt Orchestra

- 8018—I've Hitched My Wagon to a Star  
Everything You Said Came True  
Jan Garber Orchestra
- 8017—You Took the Words Right Out of My Heart  
Thanks for the Memory  
Dorothy Lamour

### DECCA

- 1483—Bob White  
Basin Street Blues  
Bing Crosby & Connie Boswell
- 1415—You Can't Stop Me from Dreaming  
Blossoms on Broadway  
Dick Robertson Orchestra
- 1467—Rosalie  
In the Still of the Night  
Will Osborn Orchestra
- 1450—Vieni, Vieni  
Echoes from the South  
Ted Fio Rito Orchestra
- 1443—Once in a While  
The Morning After  
Lenny Hayton Orchestra
- 1451—Remember Me  
I Still Love To Kiss You Goodnight  
Bing Crosby

### MELOTONE

- 8-01-06—Things Are Looking Up  
I Can't Be Bothered Now  
Gene Kardos Orchestra
- 8-01-54—Mistook In the Woman I Love  
Uncle Oph's Got the Coon  
Prairie Ramblers
- 7-12-61—It's Roundup Time In Reno  
In the Land of Zulu  
Gene Autry String Band
- 8-01-08—I've Hitched My Wagon to a Star  
You're a Sweetheart  
Chick Bullock Orchestra
- 8-01-09—Ham on Rye  
Goin' Hollywood  
Vincent Lopez Orchestra
- 8-01-60—Pretty Little Girls Are Made To Marry  
A True Sweetheart  
Philyaw Brothers

### VICTOR

- 25686—Once In a While  
If It's the Last Thing I Do  
Tommy Dorsey Orchestra
- 25713—How Many Rhymes Can You Get  
Farewell My Love  
Guy Lombardo Orchestra
- 25717—Loch Lomond  
Camel Hop  
Benny Goodman Orchestra
- 25711—Silhouetted in the Moonlight  
Benny Goodman Trio  
Can't Teach My Old Heart New Tricks  
Benny Goodman Orchestra
- 25720—Mama, That Moon Is Here Again  
You Took the Words Right Out of My Heart  
Benny Goodman Orchestra
- 25716—I'll See You in My Dreams  
Summertime  
Guy Lombardo Orchestra

### VOCALION

- 3654—Loch Lomond  
I'm Coming Virginia  
Maxine Sullivan with  
Claude Thornhill Orchestra
- 3848—Nice Work if You Can Get It  
Easy To Love  
Maxine Sullivan
- 3853—I Want a Girl  
I Like Mountain Music  
Hoosier Hot Shots
- 3880—Open Range Ahead  
Down Along the Sleepy Rio Grande  
Sons of the Pioneers
- 3877—That Old Gang of Mine  
There'll Be a Hot Time in the Old Town  
Tonight  
Frank Novak Orchestra
- 3766—There's a Man That Comes to Our House  
Gee But It's Great To Meet a Friend  
Sweet Violet Boys

## Submarine Phono

SAN FRANCISCO. (RC) — A phonograph that still plays perfectly after being submerged in ten feet of water for several days must have something. At least, so reasons Ray Hicks from Red Bluff, who has just appeared here from the big flood "up country." He brought his Rock-Ola with him to prove to Joe Ziff of Action Sales that it wasn't just mythology. Joe advised him to strip it for parts, however, so now Ray has a new Rock-Ola.

## Attention Operators!

Check up on the old stock that you don't want. Figure out what new machines you need and we will give you a liberal allowance on any kind of trade.

A few minutes' time and a letter with a three cent stamp is liable to make you a hundred dollars.

Will you do it now? The longer the merchandise remains in your basement the less value it has.

We carry a full line of everything. All you have to do is name it.

## Advance Automatic Sales Co.

1021 Golden Gate Ave.  
SAN FRANCISCO, CALIF.



## Airpops-It,

newest corn vendor,  
ready for Show.

CHICAGO.—Said to incorporate a number of revolutionary features, an entirely new popcorn vending machine manufactured by Airpops-It, Inc., will be shown at the 1938 Coin Machine Show at the Sherman. New in principle, the Airpops-It machine uses corn scientifically prepared for popping, which reportedly insures greater bulk, delicious flavor and considerably more rapid popping. This pre-prepared corn is floated in a bath of hot air before the customer's eyes at an exactly controlled temperature without the use of any grease, and comes out uniform regardless of outside temperature or other factors.

Insertion of a coin in the slugproof chute dumps the ready corn into the air bath which agitates and pops it to maximum size and goodness. Meanwhile the customer gets a flat-bottomed bag from the positive bag dispenser which releases but one at a time, and when the corn is done, makes his choice by means of a selector knob of either the dry corn, salted to taste, or the seasoned corn, termed "battered" by the layman.

Positive heat transfer by means of the hot air bath is said to be so efficient that the machine has the lowest possible current consumption. Again, the hot air principle insures sanitation and easy cleaning. Servicing requires less than five minutes' time, and may be done from the front of the machine. Without having access to the cash drawer the location owner may add more corn and bags if required.

Built ruggedly of 20-gauge steel, the cabinet is five-feet, six inches high and fourteen-inches deep, of canary yellow trimmed in black, and with chromium plated fittings. The only moving part is a small, proven motor that runs only during the actual popping period. The motor is guaranteed for the life of the machine.

A man was discovered by his wife one night standing over his baby's crib. Silently she watched him. As he stood looking down at the sleeping infant, she saw in his face a mixture of emotions—rapture, doubt, admiration, despair, ecstasy, incredulity. Touched and wondering alike at this unusual parental attitude and the conflicting emotions, the wife, with eyes glistening, arose and slipped her arms around him. "A penny for your thoughts," she said in a voice tremulous with tenderness.

Startled into consciousness, he blurted them out: "For the life of me, I can't see how anybody can make a crib like that for three forty-nine!"

"Gosh, baby, someone must be talking bad about you—your ears are red."  
"Yeah, I know—that's my darned conscience again!"

Dear Editor:  
I call my girl friend "Gossip." Can you guess why?

Dear Izzy:  
Probably because she goes from mouth to mouth.

—Dizzy Izzy.

## NATIONAL AMUSEMENT COMPANY

ROCK-OLA PHONOGRAPH DISTRIBUTORS



Chosen for the convenience of the greatest number of operators, the new headquarters of National Amusement Company at 1403 West Washington Boulevard, Los Angeles, are shown here. National is doing a fine job as distributor for Rock-Ola products in Southern California. From left to right, executives and members of the staff which serves coinmen: Martin V. "Bud" Smith, general manager; Robert "Bob" Stark, president; Miss Thelma Hopkinson, secretary; Phonograph Operator Bob Hudson; Art Friedman, in charge of the record department; Operator Jim West; Bill Leonard, head mechanic.

### Public Likes

visibility, Rock-Ola  
discovery.

CHICAGO.—"See what you hear" is the theme of a recent survey made by the Rock-Ola Mfg. Corp. and its distributors and representatives, in which it was disclosed that about 85 percent of the people who play phonographs enjoy watching the mechanism change records every time a new number is played. Indication is that the general public is fascinated with the switch in records, with never a miss, and the easy motion of the needle which starts off the record without a scratch.

Likewise, as a sidelight on the survey, it was disclosed that Rock-Ola operators marvel at the non-scratching needle whenever they remember that not many years ago most records wore out rapidly because the tone-arm dropped onto the disc, spoiling the needle at the same time. With adoption of the multi-selector principle the Rock-Ola phonographs lift the record gently up to the needle, insuring more revenue with customers satisfied by reproduction qualities.

In several instances, during the recent survey, investigators discovered people moving their chairs right up to the machine to watch the changing mechanism which is always visible through the glass on the Rock-Ola instrument. In Chicago, in one particular case, the entire mechanism was enclosed in glass, and earnings increased by more than 30 percent, according to report.

In some respects the idea of fingerprinting the children seems to be a good one. At least it would settle the question as to who used the guest towel in the bathroom.

### Sani-Popt Vendor

made by leading  
designer.

LOS ANGELES.—Following a seven-months' test, the new Sani-Popt popcorn vendor which uses corn already popped, insuring simplicity of operation, uniformity of product and fast servicing, has been announced ready for nationwide distribution. Small in size and weighing but 75 pounds, the machine is said to be an easy one to handle.

Sani-Popt is made by Kunkel Metal Products Co., headed by Victor M. Kunkel who has been in business in Los Angeles since 1906. His familiarity with the coin machine business and with operators' problems goes back over a number of years. He has designed and engineered a number of hit games and coin operated service devices which have had a national acceptance and proven very satisfactory.

### 20-Records Preferred

CHICAGO.—Seventy-nine percent of the people prefer 20-record phonographs, according to a recent survey made by Rock-Ola Mfg. Corp. 5 percent favor 12-record machines, 13 percent 16-records, and but 3 percent want more than 20 records. Basis of this information, which was gathered in large, small and tiny towns all over the nation, and secured from the patron, the location owner and the operator, came through the revelation that the average person remembered between 17 and 20 song-titles. The checkup revealed that most persons have but a few favorites at a time, forgetting older titles as newer ones win them. The operators' slant was said to be a close parallel with that of the general public.

109  
COIN  
MACHINE  
REVIEW



# Dirty Records Finished!

**McClelland to be seized in Honolulu;  
REVIEW editorial campaign victorious.**

LOS ANGELES.—For more than a year the COIN MACHINE REVIEW has joined phonograph manufacturers and many an operator in opposing the use of so-called "novelty records" which, by innuendo of word and voice, are more dirty than novel. In December, 1936, the REVIEW announced that henceforth it would accept no more advertising on records of this nature, devoted a full page to an editorial on the subject. In December, 1937, the REVIEW was still hitting, and hitting hard, the traffic in this menace to a sound and substantial industry. Through the intervening months the REVIEW never ceased to urge operators to think of the future of their business, urged that use of dirty records be abandoned.

Now expected is an early termination of the whole business, for Jack McClelland, strongest proponent for the records which he made, is to be brought to trial in Los Angeles on a charge of sending obscene literature and obscene phonograph records through the mails.

Declared the Los Angeles "Times," in its issue of January 8: "Modern science's most up-to-date equipment was utilized by authorities yesterday to expedite the apprehension of John Collins McClelland of Hollywood, charged by United States postal inspectors with sending obscene phonograph records through the mails.

"McClelland is en-route to Australia on board the Monterey, and United States Commissioner Head advised the Honolulu police by radio to take him from the ship and hold him for a warrant which is being flown by the China Clipper. This is the first time the Clipper has been used for such a purpose.

"Postal authorities assert McClelland has flooded the country with thousands of pornographic records. He will be returned here for trial."

Reported the "Evening Herald-Express": "John Collins McClelland of 1016 North Highland Avenue, Hollywood, is blithely sailing today to Honolulu on the liner Monterey for a vacation.

"But he doesn't know that headed in the same direction on the China Clipper is a warrant charging him with sending obscene phonograph records through the mail.

"The warrant was issued by United States Commissioner David B. Head following investigation by postal inspectors.

"Honolulu authorities have been requested by wireless to take McClelland into custody."

Thus, with action of postal authorities, has the REVIEW'S editorial opposition to "dirty records" finally been brought to a head. Thus too, it is hoped that henceforth the industry will be free from the thorns which such recordings constitute.

\* \* \*

Wife—No, I didn't sew a button on your pants. I was too tired. Which is more important, anyway—your wife or your pants?

Husband—Well, there are places I can go without a wife.

\* \* \*

Judge Sharp—Just where did the defendant's auto hit you, Miss?

Sally—Well, Your Honor, if I had been wearing a license plate it would have been badly damaged.

\* \* \*

The nurse entered the professor's room and said softly, "It's a boy, sir."

The absent-minded gentleman looked up from his desk. "Well," he said, "what does he want?"

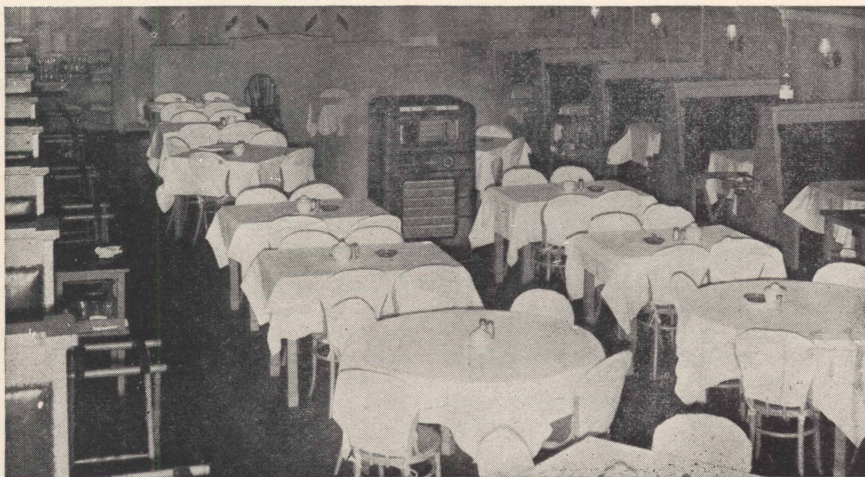
\* \* \*

Another old Scotch story that still gives us a chuckle is the one where the canny lad sent the following ten-word telegram:

"Bruises hurt erased afford erected analysis hurt too infectious dead."

The other Scotsman translated it and found nineteen words:

"Bruce is hurt. He raced a Ford. He wrecked it, and Alice is hurt too. In fact she's dead."



*In New York it's Lindy's. In Minneapolis it's Bergsing's Cafe to which go the great and near-great of Minneapolis' theatrical and business world. Seen there, also, is a Model 616A Wurlitzer Automatic Phonograph placed by Amos Heilicher, purchased from Silent Sales Co., and fitting neatly into the smart decoration of the place chosen by famed Chef Andy Kitcher.*

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JANUARY, 1938

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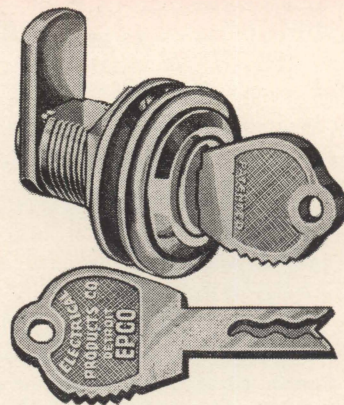


# EPCO—*First* IN EFFICIENCY and DEPENDABILITY

## EPCO BELL LOCKS



Designed for positive protection of your earnings! An EpcO Bell Lock is a powerful insurance against loss of cash. EpcO Bell Locks have special tumbler action... are pick-proof to the highest degree! Keys cannot be duplicated by ordinary methods—are protected by private guarded key codes and 28 million key changes! Check these claims when you visit your jobber!



## ELECTROPAC

Pioneered and developed by the Electrical Products Company to provide efficient, dependable, safe electric power supply for coin operated games. Electropak is accepted by the nation's manufacturers, jobbers and operators as the standard power unit! Insist on Electropak in your games!

### EPCO BELL LOCKS

For pin games, vending machines and slots are available in the **SPECIAL OPERATORS PACKAGE** of 10 duplicate locks. All locks are opened with the same key (not a master key). These sets, ideal for routes, eliminate involved key records and speed up service calls.

**PRICE ONLY \$7.00 Per Set**

SEE US AT  
THE NATIONAL COIN  
MACHINE EXHIBIT

## ELECTRICAL PRODUCTS CO.

6535 Russell St.  
DETROIT

325 W. Huron St.  
CHICAGO

3 W. 29th St.  
NEW YORK

### In Memoriam

By ART WELD

The Cigarette Operators' Association is dead!

Long live the Cigarette Merchandisers' Association!

The organization of cigarette machine operators in Los Angeles which started out five years ago under Horace Skelton's old umbrella and has been under an oxygen tent during the past six months, breathed its last the other day. Obsequies were attended by the "Four Horsemen," faithful to the last to their creed: "One for all, all for one."

An autopsy was performed on the old body and a spark of life in the embryonic stage was discovered. Following a consultation it was determined that a Caesarian operation should be undertaken. A new life was born. The babe was christened Cigarette Merchandisers' Association. What a name!

Godfathers to the infant were elected. Art Weld was named president, Will Ash vice-president, Al Weymouth secretary and Ed Steur treasurer. A board of consultants also was chosen, comprising the officers, together with Tom Morrissey and R. N. Buchwalter.

In order to bring up the child in the proper environment a kindergarten has been established at 2710 South Hill Street and a nurse will be placed in constant attendance.

The prediction is made that the youngster soon will be lusty enough to swing his sceptre of power over all operators of cigarette machines in Southern California. Even this early in life the new ruler has decreed a scale



President Weld

of maximum commissions and that operators, who have been busy in the past jumping competitors' locations, shall immediately curb their acrobatic tactics.

Thirty operators have already added their hurrahs and huzzahs, as well as their trinkets of gold and silver, in starting the husky youngster on a long and very prosperous life.

Two can live as cheaply as one—provided it's two other people and you're the one.

### Popmatic Expands,

announces new model.

LOS ANGELES.—Due to an ever-increasing demand for Popmatic, automatic corn popping merchandiser, Popmatic Mfg. Co. has increased its headquarters personnel and has taken new and larger office space at the same address—light, spacious, completely re-decorated and air-conditioned and re-furnished throughout, according to Mohr Bros., Western Distributors for Popmatic.

At the same time, it has been announced, a new model, No. 24-A, has been developed and will be on display for the first time at the Coin Machine Show in Chicago. Result of nearly four years of designing and engineering research by experienced engineers who have been devoting all their time and effort to production of Popmatic, the new merchandiser is said to be the ideal machine from the operator's standpoint—sturdy, reliable, easier to keep clean because of parts more easily accessible, the essence of simplicity with regard to servicing.

The latest model has a frame and stand of stamped and welded construction, insuring strength and durability beneath the beautifully modernistic finish. New, likewise, is an oil-leveling arrangement which minimizes the use of oil and delivers a more delicious and wholesome serving of popcorn to the customer.

Voice on Phone: Who's thish speaking?

Other Voice on Phone: How do I know? I can't see you.



RATE: 5c PER WORD  
MINIMUM \$1.00

# Bargain Mart

NO GENERAL DELIV-  
ERY ADS ACCEPTED

## COIN COUNTERS

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

## ROLLER BEARING CLIPS

Manufacturer sells to dealers Roller Bearing Clips. Reasonable. H. JULIUS, 1758 62nd St., Brooklyn, N. Y. SS-PJ

## TOKENS AND CHECKS

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

## MAILING LISTS

Mailing list newly compiled of buying operators and jobbers from coast-to-coast, or by states if desired. 2,500 names \$5.00, 5,000 names \$9.00, 7,500 names \$12.00. We guarantee our lists to be up-to-date and accurate because of regular mailings. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

## COIN COUNTERS

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

## FOR SALE

Paces Races at lowest prices. Cash and check separator models, perfect condition. CHARLES PITTLE COMPANY, New Bedford, Mass. (SS-C)

## SLOT MACHINES REPAIRED

Adjusted, percentage changed, converted to mystery pay. Refinished and made to look like new. Award cards, reel strips, etc. Prompt attention to shipments. Wire for prices. Reference: Any Los Angeles jobber. GRAHAM, 212 E. Palmer Avenue, Glendale, Calif. Phone: Kenwood 1093. (S-P)

## SUPPLIES FOR SALE

Tubular Coin Wrappers, Best Kraft Paper, 48c per thousand in 20,000 lots. Coin Counters guaranteed perfect, heavy aluminum, penny or nickel size, \$9.00 per dozen. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (JC-FF)

## FOR SALE

One Exhibit Candy Vendor, \$69.50. TROY SALES CO., 2356 W. Washington Blvd., Los Angeles, Calif. (J-C)

## FOR SALE

Ray's Tracks, perfect condition, check separator models, \$125.00 each. One-third deposit, balance c. o. d. PETER PICCOLO, 1632 Santee, Los Angeles, Calif. (J-P)

## CLOSING OUT

200 Novelty Pin Games. Write for prices TODAY! ROBBINS CO., 1141 De Kalb Ave., Brooklyn, N. Y.

## FOR SALE

Wurlitzer 412, \$149.50, and 312, \$159.50 in A-1 condition. Guaranteed. Rock-Ola World Series in A-1 condition \$149.50. KEMO NOVELTY COMPANY, 7833 W. Greenfield Ave., West Allis, Wisconsin. (JF-P)

## FOR SALE OR TRADE

Buckley De Luxe Cent-A-Packs, \$10.00; Groetchen 21's, like new, \$10.00; Pamco Palookas (2) \$15.00 each. LEWIS LEIBEE, 627 W. Cameron St., Hanford, Calif. (J-P)

## WANTED

For immediate delivery, Jumbo Merchantmen and Red Top Mutoscopes. Will pay \$85.00 for Jumbos and \$100.00 for Red Tops. Write fully as to condition, serial number, etc. Box 250, COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, Calif. (J-C)

## WANTED

Northwestern Merchandisers, penny or penny-nickel, porcelain finish. Give description and lowest cash price. J. G. CLEM, 323 North 16th Avenue, Phoenix, Arizona. (J-P)

## SOMETHING NEW

Our low priced 5c Apple Vendor. Steady money maker! Exclusive territory now being allotted. Write TODAY! D. ROBBINS CO., 1141 De Kalb Ave., Brooklyn, N. Y. (J-C)

## WANTED

Legal Vending and Phonographs, located between Washington and Sunset in Los Angeles. State full particulars and price in first letter. Box 255, COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, Calif. (J-P)

## BARGAIN LIST

Goodbody's Bargain List is waiting for you. We buy, sell or exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. (JFM-P)

## SUPPLIES FOR SALE

Five Star Ball Gum \$10.50 per case (100 Bxs.) Freight Prepaid. Special quotations on 10 and 25 case lots. AMERICAN CHICLE FACTORY DISTRIBUTOR, 1322 Congress St., Chicago, Ill. (JC-FF)

## FOR SALE

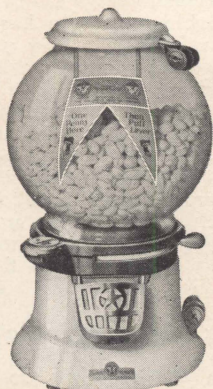
Peanut and Ball Gum Machines, used, \$1.50 and up. Parts and globes for all Columbus models. Nuts, ball gum, candies, and charms at factory prices. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (JC-FF)

## SLUG EVIL

Stop the Slug Evil. REVIEW Slug Cards will do the trick. Printed attractively on heavy cardboard these cards will last for months. 20c per dozen in any quantity, plus 10c packing and mailing charge on each order. COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, Calif.

## FOR SALE

1 to 24 1937 Wurlitzer Skee Balls. Off or on location. LEE COREY, 3675 Beverly Blvd., Los Angeles, Calif. (J-P)



## COLUMBUS VENDORS

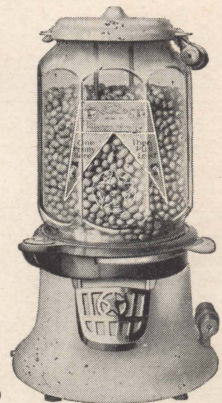
Precision Built to Last

NOTE: Trade in your old machines on  
new COLUMBUS Vendors

### HECHT NIELSEN

FACTORY DISTRIBUTOR

Showrooms and Warehouse: 1322-26 Congress Street, Chicago





2 new

sensationally

beautiful

ROCK-OLA

MULTI-SELECTOR

PHONOGRAPHS

'38

will be GREAT for all  
ROCK-OLA  
OPERATORS



Do not uncrate before  
*Show Time!*



*Rock-Ola Mfg. Corp.*

800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS



for 1938—ROCK-OLA has a machine that



*talks!*

STEP UP FOLKS AND INSERT A DIME!

I'VE GOT WHAT IT TAKES!

DON'T PASS ONE... BUY!

NOT NICKELS... BUT DIMES!



*It Sells Itself . . . . It's Sensational!*

Never before anything like it in the coin machine industry... It's Legal... opens locations you never knew existed... Talks dimes right out of people's pockets... *First Showing at National Coin Machine Show*

★ LOOK TO ROCK-OLA

'38 WILL BE GREAT

FOR ALL  
ROCK-OLA  
OPERATORS

★ FOR LEADERSHIP! ★

*Rock-Ola Mfg. Corp.*

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